

No.
143
June
'71

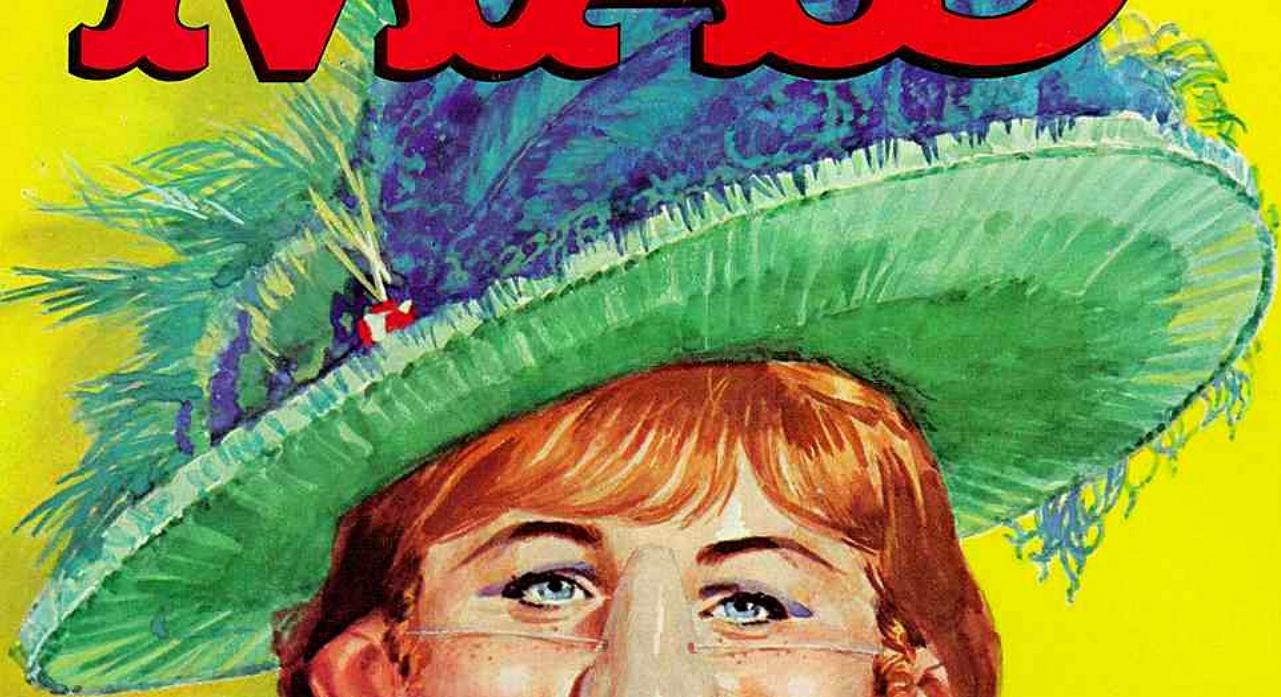
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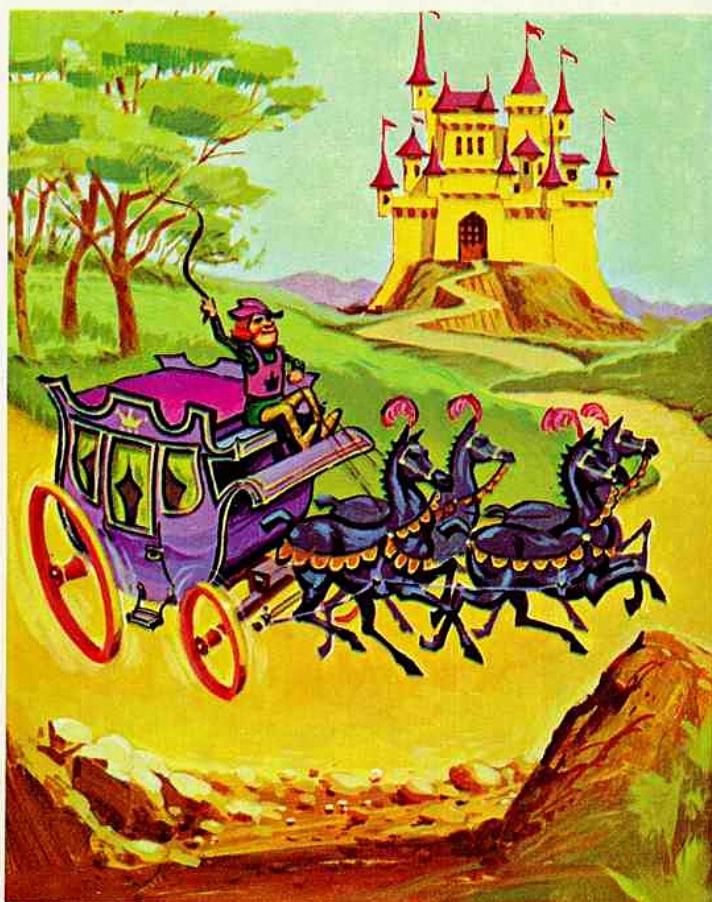
40¢

OUCH!



"ON A CLEAR DAY YOU CAN
SEE A FUNNY GIRL SINGING
'HELLO DOLLY' FOREVER"

Scenes We'd Like To See



ARTIST: JACK RICKARD

WRITER: SERGIO ARAGONES

MAD

"Nowadays, most bank accounts need month-to-month resuscitation!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
 JERRY De FUCCIO, NICK MEGLIN *associate editors*
 JACK ALBERT *lawsuits*
 GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,
 CURTIS ANDERSON *subscriptions*
 CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

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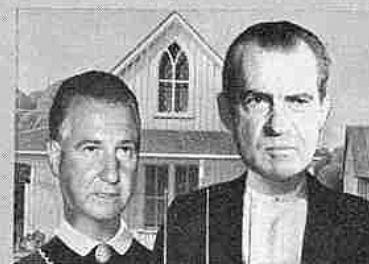
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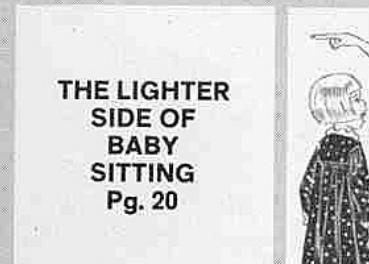
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Printed in U.S.A.

ON A CLEAR DAY
 YOU CAN SEE A
 FUNNY GIRL
 SINGING, ETC.
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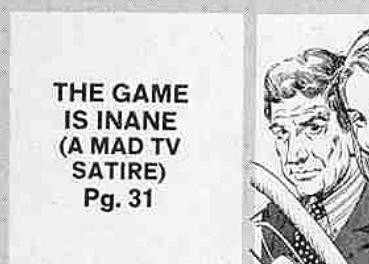
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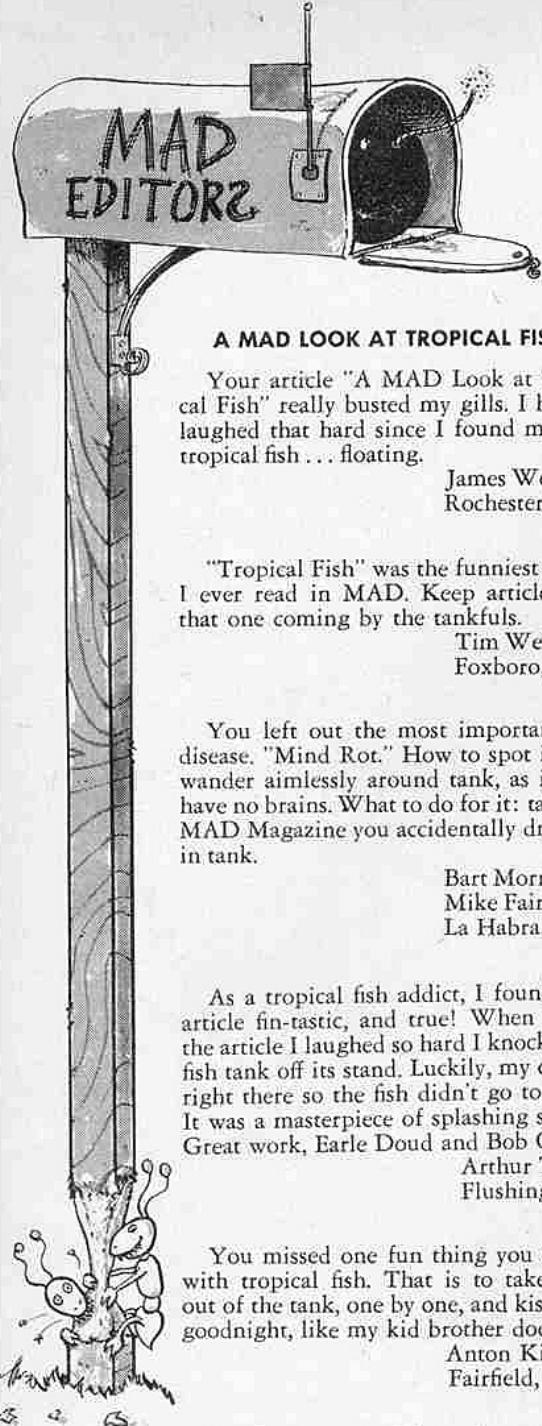
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A MAD LOOK AT TROPICAL FISH

Your article "A MAD Look at Tropical Fish" really busted my gills. I haven't laughed that hard since I found my own tropical fish... floating.

James Wesley
Rochester, N.Y.

"Tropical Fish" was the funniest article I ever read in MAD. Keep articles like that one coming by the tankfuls.

Tim Wells
Foxboro, Mass.

You left out the most important fish disease, "Mind Rot." How to spot it: fish wander aimlessly around tank, as if they have no brains. What to do for it: take out MAD Magazine you accidentally dropped in tank.

Bart Morris
Mike Fairless
La Habra, Calif.

As a tropical fish addict, I found your article fin-tastic, and true! When I read the article I laughed so hard I knocked my fish tank off its stand. Luckily, my cat was right there so the fish didn't go to waste. It was a masterpiece of splashing success. Great work, Earle Doud and Bob Clarke!

Arthur Tepper
Flushing, N.Y.

You missed one fun thing you can do with tropical fish. That is to take them out of the tank, one by one, and kiss them goodnight, like my kid brother does.

Anton Kirichko
Fairfield, Calif.

Reading your article made me realize what a fool I've been; a slave to my sixteen tanks and over 185 fish of 112 different varieties, including a leporinus faciatus, 1 1/4 inches long, which cost me 23 dollars. I'm donating the entire collection to the Bronx Zoo.

Laurence Kaplan
N. Massapequa, N.Y.

As an enthusiastic Tropical Fish hobbyist myself, I found quite a few of your examples all too true. You forgot a few things. How Barbs can attack other fish, and how Mollies die off almost as fast as Angels, and how Rasboras almost never die, and how a lone Gouramis can acquire a nervous condition, and how...

Don McNicol
New York, N.Y.

Fish-name-dropper!—Ed.

CATCH-ALL-22

I was struck deeply by the richness of your "Catch-All-22" piece. The beauty of the artwork and the sensitivity of the prose merged into a fine and vivid tapestry. The only criticism I had was your occasional attempt at humor. But it was so slight that it didn't really affect the main fabric of the piece.

With admiration...
Alan Arkin
Hollywood, Calif.

It was much funnier than the film. The ending, showing Donald Sutherland and Elliott Gould of "M★A★S★H," left me in stitches.

Richard Rotherstein
Bayside, New York

I made the mistake of seeing the movie after reading the article. I was the only one who laughed out loud in the unfunny spots. I had to shell out \$1.50 to see the movie. Stop writing such great stuff, I'm going broke.

Joel Perry
Dayton, Ohio

I must now take time out to commend you for your fantastic satire, "Catch-All-22." I knew Mike Nichols had a serious message when he filmed this movie. After seeing the movie, and then reading the book, I still couldn't figure out what he was trying to say. Now MAD has answered all my questions. Thank you for setting me straight!

Jimmy David
Asherville, N.C.

MAD has degenerated into little more than the cartoon supplement of "Reader's Digest." Especially worthless was your satire of "Catch-22." The worst way to criticize a crazy movie is to parody its madness. What you came up with was a weak echo of the original which attempted to communicate the madness of war.

Steven Alpert
Brooklyn, N.Y.

"Catch-All-22" was unbelievably great!

Darin Stavish
Los Angeles, Calif.

"Help him! Help him!"
"Help who...?"
"Help the writer!"
"Help Stan Hart!"
"Why? What's the matter?"
"He's writing too good for this crummy magazine!"

Nancy Beatty
S. Houston, Texas

There's only one thing I can say about your satire "Catch-All-22": WRITE-ON!

Joe Cone
Skokie, Illinois

"X" AND "R" RATED MOVIE SATIRES

Please continue doing satires of "X" and "R" rated movies so that we under-18-year-olds can see the garbage we're lucky enough to be missing.

Steven Snyder
Miami, Fla.

HOW-ARE-YA-FIVE-O?

My compliments to Dick De Bartolo and Angelo Torres on the satire "How-Are-Ya-Five-O?" I think it is the best one since I've been reading MAD.

Mike Ryan
Phoenix, Ariz.

You keep turning out satires like this, and you'll be hired as writers for CBS.

Bruce Keiper
Sunbury, Pa.

GET-IT-OUT-OF-YOUR-SYSTEM LAND

Truthfully, I don't believe your "Get-It-Out-Of-Your-System-Land" would work. People would attend and be kind and gentle, because they're *not* supposed to. Then they would visit a regular amusement park to be cruel, savage, sadistic, and really get it out of their system.

Geoff Hamill
Oakland, Md.

It really tells it like it is when people have to let off steam. Congrats to George Woodbridge and Sy Reit. I just wish there really was a place like that!

Dan Webster
W. Covina, Calif.

YOU NEVER REALLY GET USED TO...

"You Never Really Get Used To..." seeing another issue of MAD on the stands!

Don Vilas
Silver Spring, Md.

...writing a letter to MAD and it doesn't get published!

Stan Grisnik
Clairton, Pa.

...stupid articles like "You Never Really Get Used To...!"

George Koris
Culver City, Calif.

...laughing out loud, alone in your room, at a ridiculous MAD article!

Richard Fiore
Norwalk, Conn.

...realizing that many of those MAD situations apply to yourself. Keep up the good work!

David McMoyler
Mountain View, Calif.

WE never really get used to readers telling us to keep up the good work!—Ed.

OBEDIENCE TRAINING

I can tell that the staff of MAD has all been to an "Obedience Training School." For instance, by merely saying, "Print this letter in your next issue!", it will get printed. Right?

Karl Halpert
Portland, Maine

CONTENT EVALUTION

Just a line to let you know that I think MAD Magazine is good, solid, mature reading material . . . with the exception of the front and back covers . . . and pages 1 through 48 inclusive!

Robert Vogler
Ontario, Canada

MAD DIAGNOSIS

MAD Magazine embodies the pulse and heartbeat of America. In other words, it's sick!

Gary F. Tschetter
El Monte, Calif.

MAD MEDICINE

MAD provides a humorous antidote for the insanity of our times.

David Driver
Emory University, Ga.

MIRROR IMAGE

Over the past years, MAD has proved itself to be the mirror of America. It has shown us the idiocies of television, the nausées of movies, and the "lighter side" of our way of life. It has forced us to take a good look at ourselves. Yecch! MAD is worth its weight in gold!

Diane Nelson
St. Cloud State College, Minn.

MAD TALK

Right on, you MAD geniuses! The most beautiful part of your magazine is that, under the guise of being harmless idiots, you say what has to be said!

Jo Hawkins
Davenport, Iowa

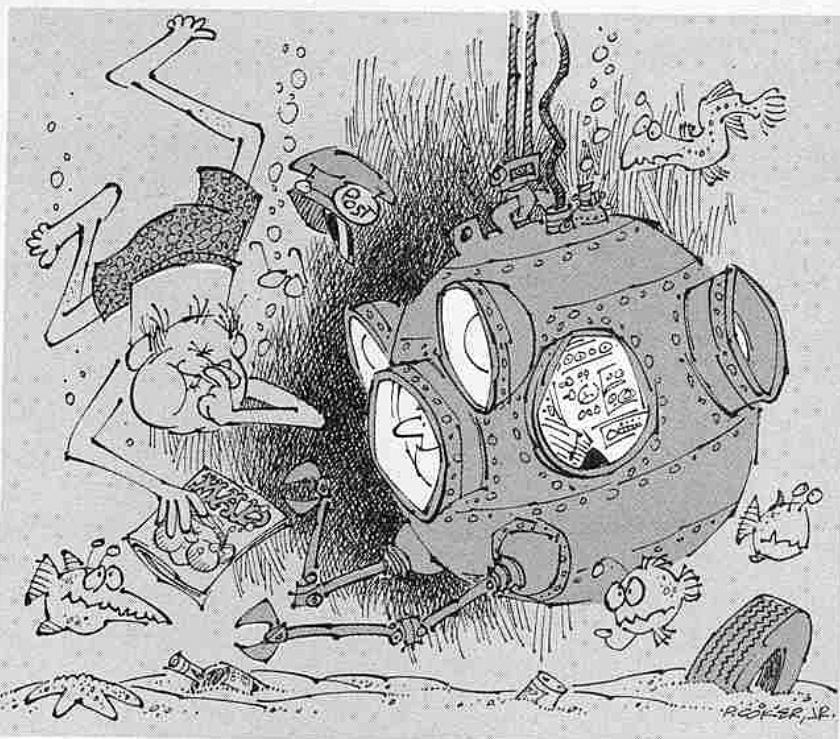
INTELLIGENCE QUOTA

I'm sorry to say that I am losing my patience with MAD. These days, all you write about is revolution, violence, generation gaps, profanity and politics. Whatever happened to clean wholesome satire like "Superduperman," "Sandlot Baseball" and "Ping Pong"? It's getting so, a person has to have some intelligence to read MAD.

Debbie Cox
Edmonds, Washington

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TAX LOSS

Gee, we hate to tax you with another ad, but we're at a loss as to how to get rid of our full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid—suitable for framing or lining the bottoms of bird cages. So if you want to eliminate "taxation of representation", mail 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD, 485 MADISON Avenue, New York, N.Y. 10022

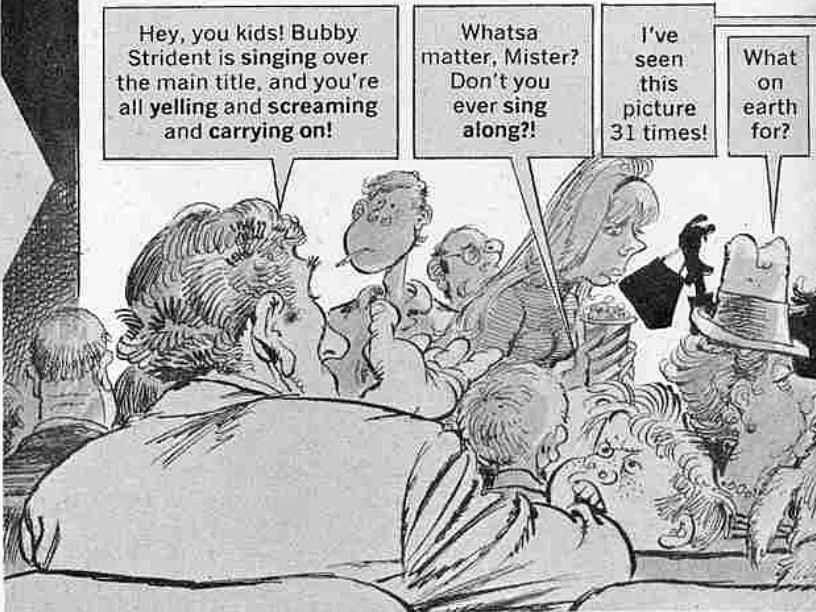


AT THE BEAK OF HER CAREER DEPT.

AS T. Byron Schmeer of Muncie, Indiana, once remarked to C. Fensterwick McCandless, of Hopatcong, New Jersey: "When you've seen one Barbra Streisand movie, you've seen them all!" With these immortal words ringing in our ears, we here at MAD now present, once and for all...

ARTIST: MORT DRUCKER
WRITER: FRANK JACOBS

ON A CLEAR GIRL SINGIN'



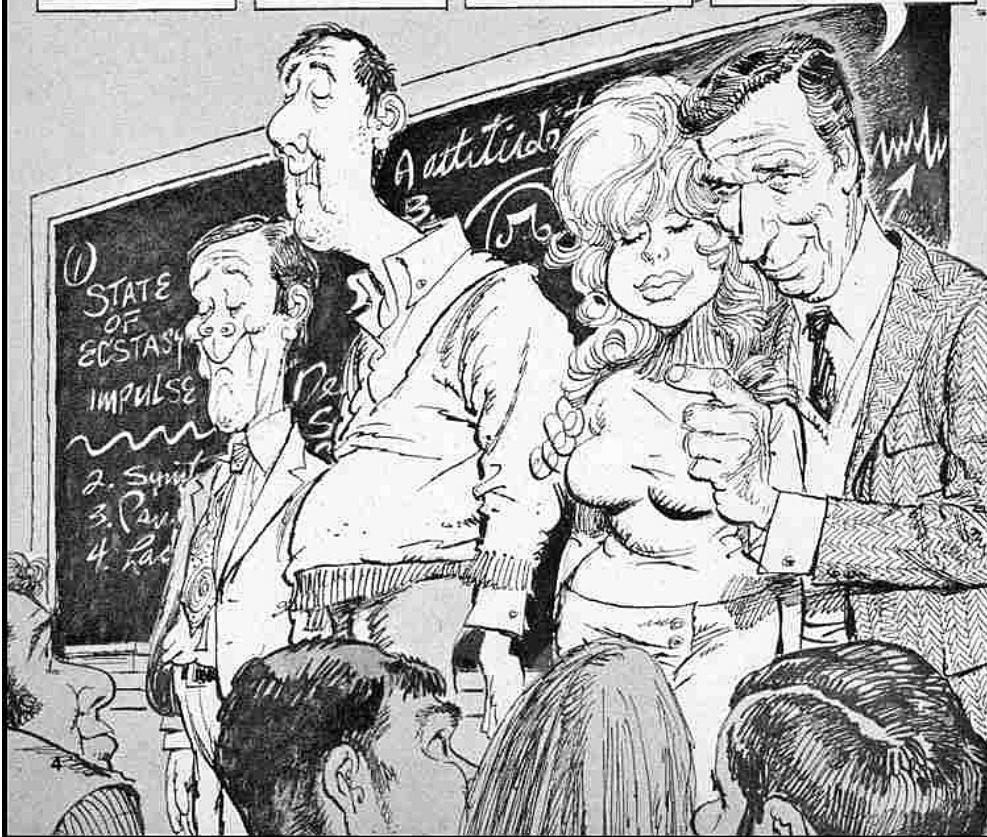
Class, I shall now demonstrate the scientific value of hypnosis by giving each of these subjects a post-hypnotic suggestion ...

Mr. Jennings, when I clap my hands, you will awake, quack like a duck, jump like a frog, and eat like a horse ...

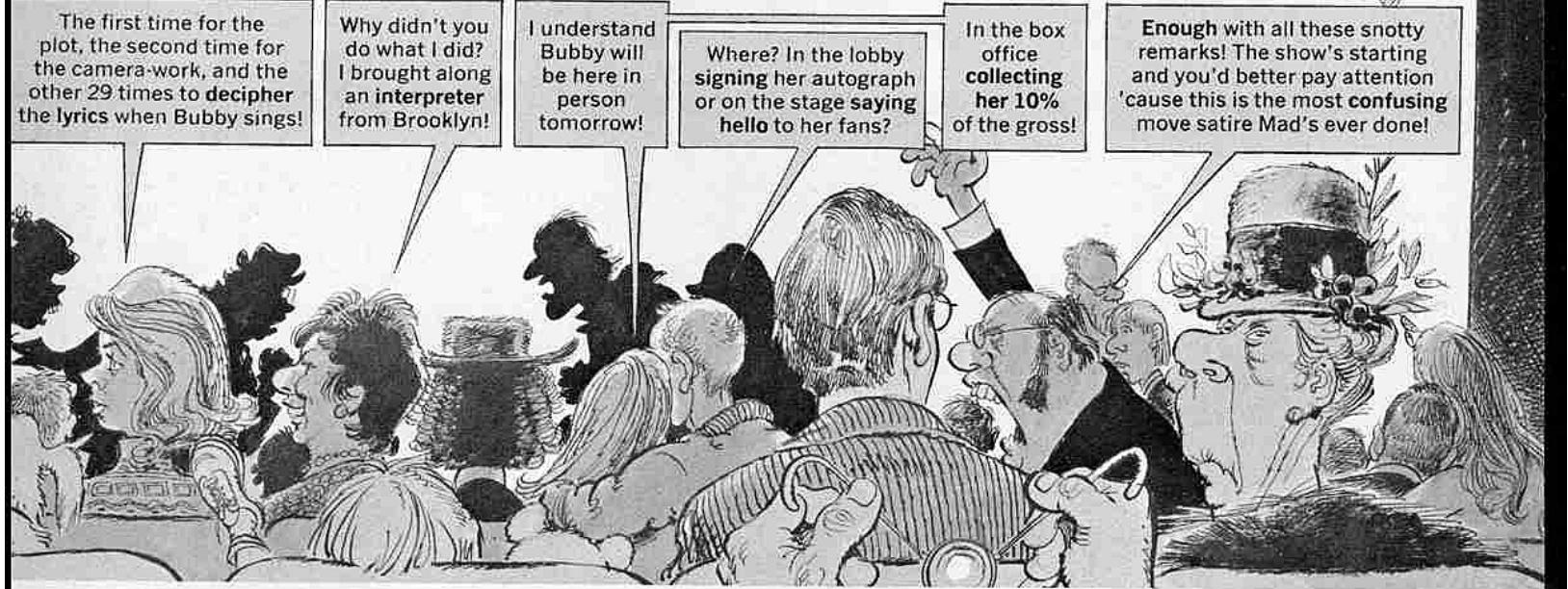
Mr. Cooper, when I clap my hands you will awake, think you are an airplane, fly out the window of this 10-story building, bounce twice, and die ...

Miss Vavoom, when I clap my hands, you will awake, go to my apartment, slip into something comfortable, and wait for me in a state of trembling ecstasy! Ah, science!

Ah, this student is in the deepest hypnotic trance I've ever seen! Who are you? And please don't sing me your answer—I want to understand you!



DAY YOU CAN SEE A FUNNY G "HELLO DOLLY" FOREVER



*Sung to the tune of "On A Clear Day You Can See Forever"

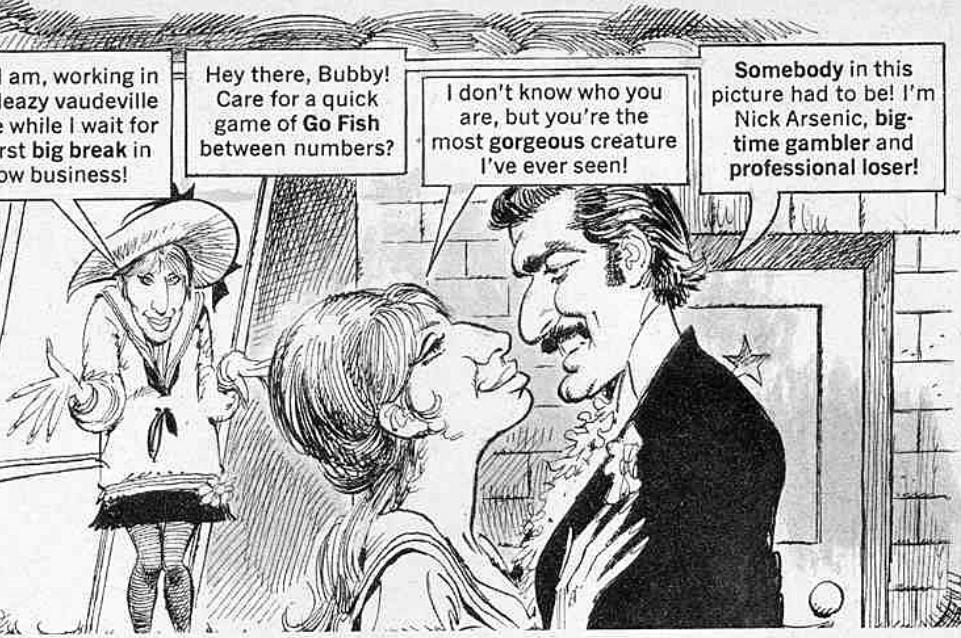
Bubby, I want you to go back, back, back in time . . . back to your first movie, "Bubby Girl" . . . back to the next panel . . .

Here I am, working in this sleazy vaudeville house while I wait for my first big break in show business!

Hey there, Bubby! Care for a quick game of Go Fish between numbers?

I don't know who you are, but you're the most gorgeous creature I've ever seen!

Somebody in this picture had to be! I'm Nick Arsenic, big-time gambler and professional loser!



I knew you were a loser the first minute I saw you!

How?

You're in this picture, aren't you?

Mother, this is Nick Arsenic, a professional loser!

So long as he's a professional! Are you Jewish, Mr. Arsenic?

Actually, in real life I'm Omar Caliph, and I'm an Arab!

My daughter, the idiot!

Flo, take a look at your next big star!

You're right, I've never seen such gorgeous eyes, such a sexy profile, such a beautiful coiffure! I want you for my Follies!

Gee, thanks loads, Mr. Ziegfeld!

Not you! HIM!

Bubby, the orchestra is complaining that your singing drowns them out!

So add 20 shrill trumpets. That'll even it out!

It's not my orchestra that's complaining! It's the New York Philharmonic . . . over at Carnegie Hall!!



Serves 'em right!
Look, Flo, when it
comes to singing,
you should know that . . .

* Singing—
My own kind of singing—
Is the best kind of singing
...in the woild!

My screeching—
Means high notes I'm reaching,
And...when...
I can't recall the theme,
Out comes a piercing scream,
And when I'm through exhaling,
I'm wailing!

Lyrics—
By making clear the lyrics—
That's the worst kind of singing
...in the woild!

I eschew it;
Let Julie Andrews do it!
I'm happy when I disguise
Each line with shrieks, sobs, and cries
And I find that each tune
Quite soon . . .

I have murdered with my singing!
My own kind of singing!
It's the best kind of singing in
...the ...woild!

* Sung to the tune of "People"

Now that I've married
you, Bubby, answer me
a question! Whatever
possessed me to do it?

It's all my fault! I was
sent back here through
hypnosis by a psychiatrist!

Do you think he
could send me back
to "Lawrence
of Arabia?"

Don't joke now, Nick! We're alone on
this ocean liner with the moon and the
stars casting their light on the
shimmering sea! Surely, there is some
tender sentiment you wish to express!

Peter
O'Toole
had
better
legs!

Our marriage is no good, Bubby!

I sort of suspected
that on the first night
of our honeymoon when
I sat up all night
while you played
"Steal the Old Man's
Bundle" with the steward!
But I won't let you go!

Even though
I've gambled
away our
house, our
car, and our
child?

I still
won't let
you go!

Even though
I'm a rotten
crook who's
been in-
dicted in a
phony bond
swindle?

I still
won't let
you go!

Even
though
I coughed
during your
perform-
ance last
night?

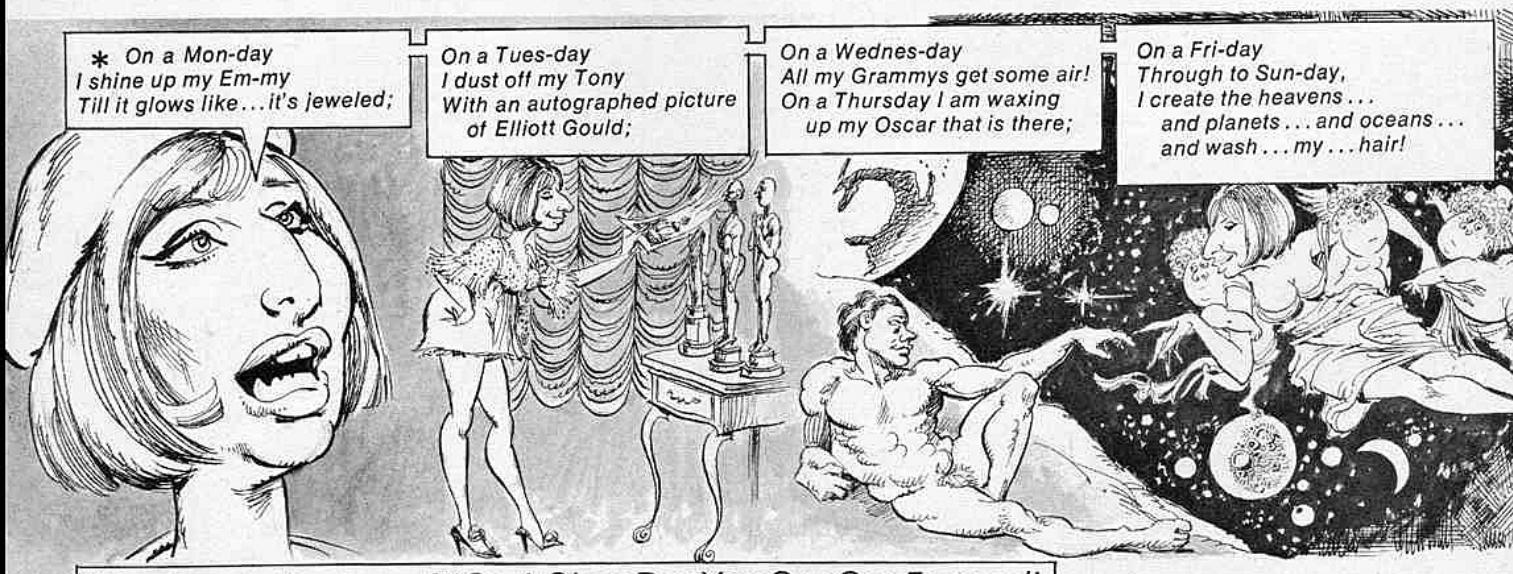
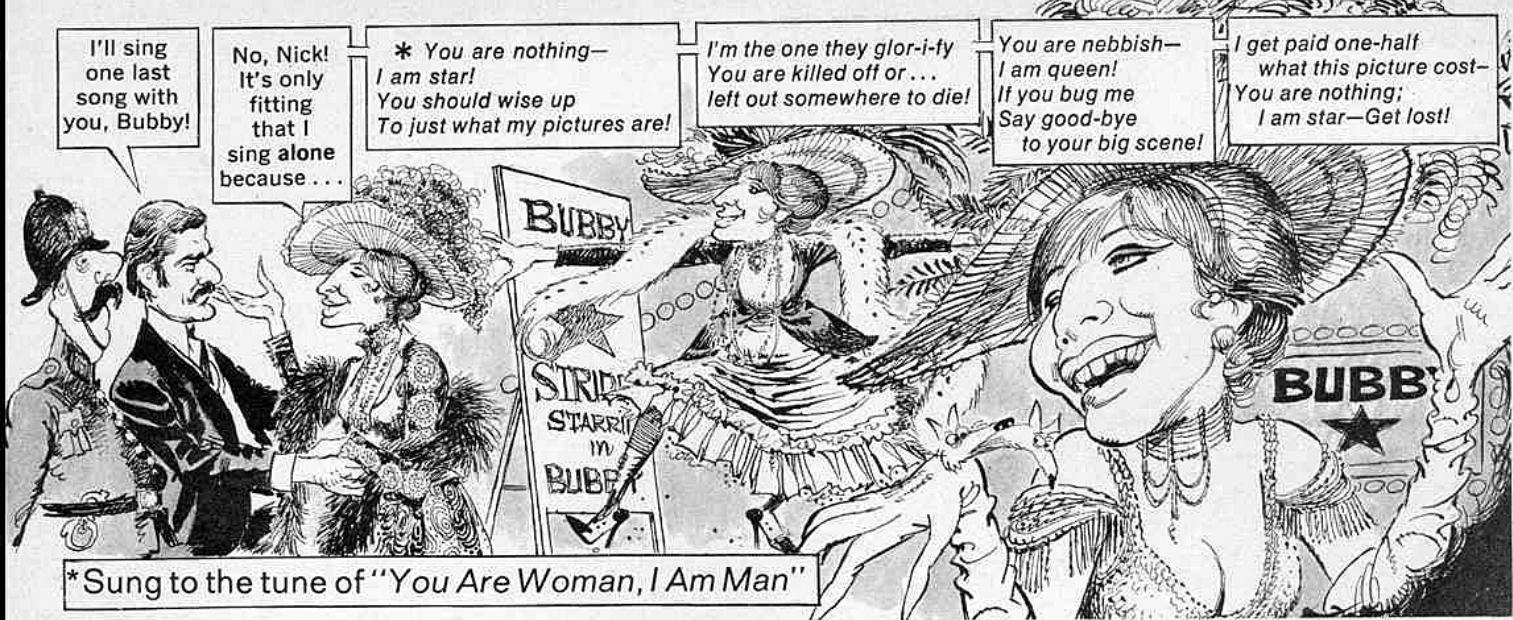
I'll pack
your bags!

How
does
the
defendant
plead?

Two to one
I'm guilty,
your
Honor!

You win! I
sentence you
to three to five
years in prison!

Make it
two to
five and
you're
on!



* Reprise—to the tune of "On A Clear Day You Can See Forever"



Have you discovered who the true "me" is yet?

Right now it's a toss-up between Phyllis Diller and Genghis Khan. But we'll know more after you go back in time again—this time to your movie incarnation in "Hello, Bubby!"

Isn't this "Hello, Bubby" set corny and old-fashioned?

That's nothing! Wait'll you hear the score!

Horror, I want to move in with you, straighten up your messy house, and cook, clean, and sew for you!

Who with?

I tried that once, but I didn't like it!

Jack Lemmon in "The Odd Couple"



Horror, here we are in the big Parade Number which features thousands of marchers and onlookers and eats up another 20 minutes of the insipid plot! I guess we'd better fill it up with bright and witty dialogue!

Did I ever tell you my bathtub joke?

It has a very familiar ring!

Why was Michelangelo a failure?

He laid down on the job!

What do you think of vivisectionists?

One day I want to do a college musical!

Everybody loves a cut-up!

That should be a riot!



Spritz, der Harmonica Gardens will be honored tonight by der presence of our all-time favorite personality! I vill giff you three guesses who it is!

Is it Boss Tweed?

You're close!

You're closer!

No, dumkoff! Tonight Bubby is coming!

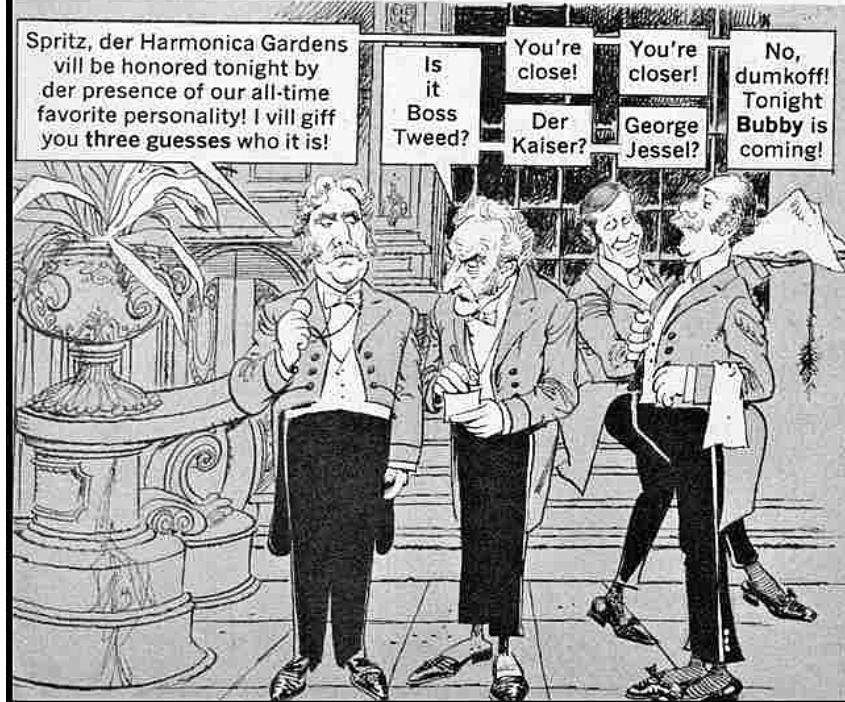
Der Kaiser?

George Jessel?

For her we're supposed to get excited?

Not for her, shtupid! The title song!

He's right! In a one-song show, what else is there to get excited about? Give us a "G," Satchmo . . .



* Hello, Bubby!
In this show, Bubby,
You're that funny girl from Brooklyn
like before!

Each film's the same, Bubby
'Cept the name, Bubby!
All this hashing and re-hashing is
a crashing bore!

You've milked it dry, Bubby!
Let it die, Bubby!
We all pray that
you won't say you'll
do one more!

Oh . . .
We're all agreed, Bubby—
One more we need, Bubby—
Bubby, like we need
the Vietnam War!

* Sung to the tune of "24 million dollars!"

Now that you've seen both "Bubby Girl" and "Hello, Bubby", what do you make of this reincarnation bit?

I see three things! One, that no matter the time or the place, you'll always be the same Bubby! Two, that by playing this part I've damaged my career irreparably!

What's three?

That my big mistake was not listening to my consultants and sending you so far back in time you couldn't come back!

Who are your consultants, anyway?

We are, Bubby—the actors, directors, producers and composers of your pictures!

And if you won't make the trip, we will!

Noboby's going anywhere, because there's one thing you've forgotten . . .

* In New York,
In L.A.—
I command;
You obey;
'Cause I'm worth
Ev'ry day,
A buck to you!

Scrap that scene!
Add new clothes!
Drop that song!
Film my nose!
'Cause I'm worth,
Heaven knows,
A buck to you!

I'm the queen
Of show-biz!
And right here's where it is
'Cause I'm out-grossing Liz!
I'm so fab
I may grab
Burton, too!

Kiss my hand!
Kiss my feet!
I don't sing—
You don't eat!

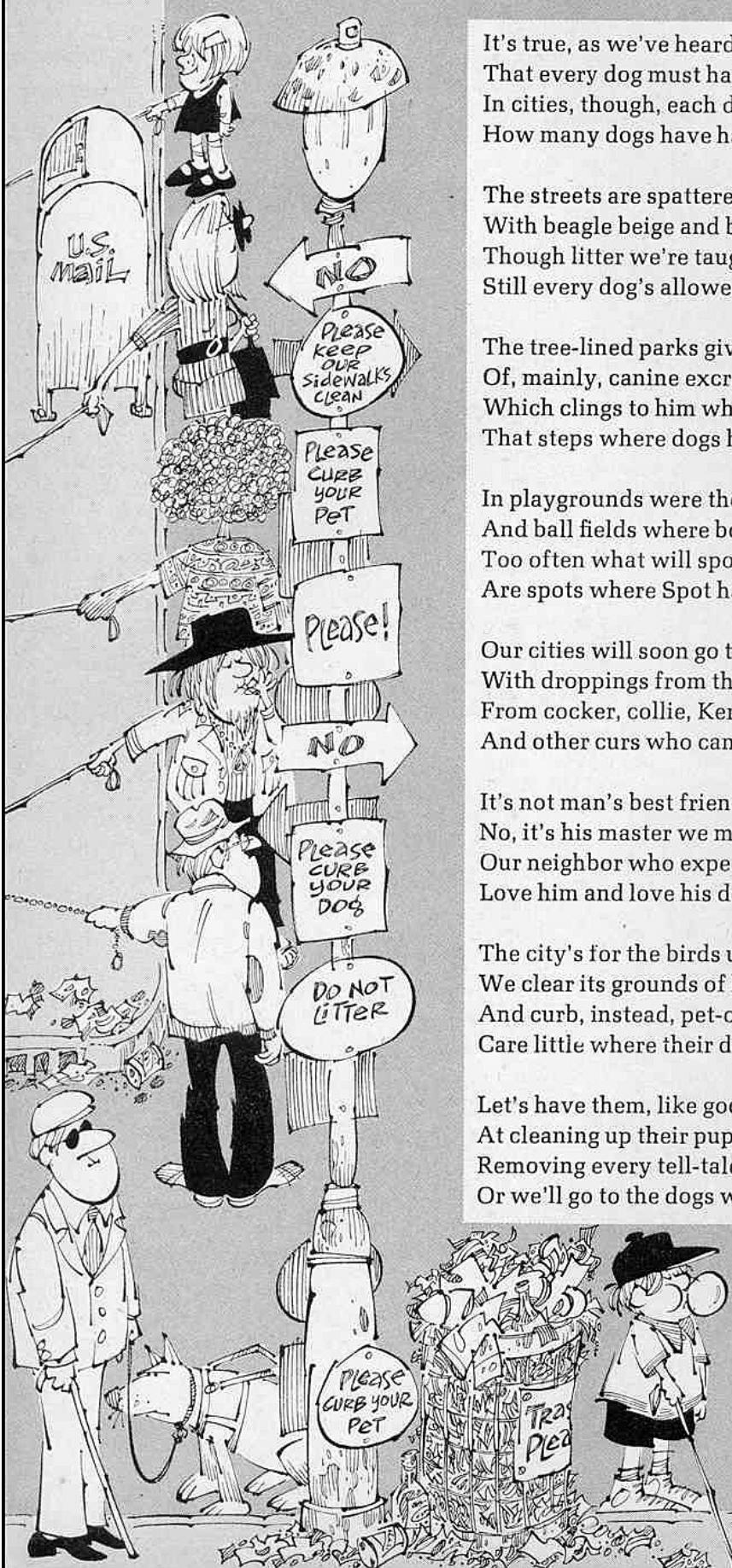
'Cause I bring in the dough—
If I leave, there's no show—
And I'm worth, you should know,
A buck to you!

* Sung to the tune of "Come Back To Me"

ORDURE OF THE DAY

ARTIST: PAUL COKER, JR.

WRITER: RONNIE NATHAN



It's true, as we've heard wise men say,
That every dog must have his day,
In cities, though, each day we rue
How many dogs have had their do.

The streets are spattered all through town
With beagle beige and boxer brown;
Though litter we're taught not to strew,
Still every dog's allowed his do.

The tree-lined parks give off a scent
Of, mainly, canine excrement,
Which clings to him who wears the shoe
That steps where dogs have had their do.

In playgrounds were the toddlers crawl,
And ball fields where boys bat the ball,
Too often what will spoil the view
Are spots where Spot has stopped to do.

Our cities will soon go to seed
With droppings from the pedigreed,
From cocker, collie, Kerry blue,
And other curs who can and do.

It's not man's best friend who's at fault,
No, it's his master we must halt;
Our neighbor who expects us to
Love him and love his doggie-do.

The city's for the birds unless
We clear its grounds of hounds that mess,
And curb, instead, pet-owners who
Care little where their dogs make do.

Let's have them, like good parents, toil
At cleaning up their puppy's soil,
Removing every tell-tale clue,
Or we'll go to the dogs with do.



DOUBLE-TAKES DEPT.

NIXON & AS SE



... The New Left



... Conservatives



... The N.A.A.C.P.



... Each Other



FAGNIEW EN BY...



CONCEIVED BY: MAX BRANDEL



... Our Allies



... Women's Lib

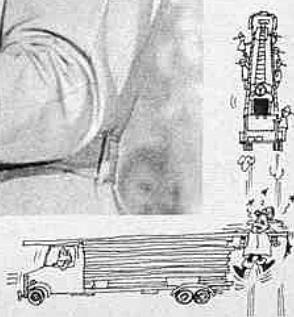
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... Mothers Of America

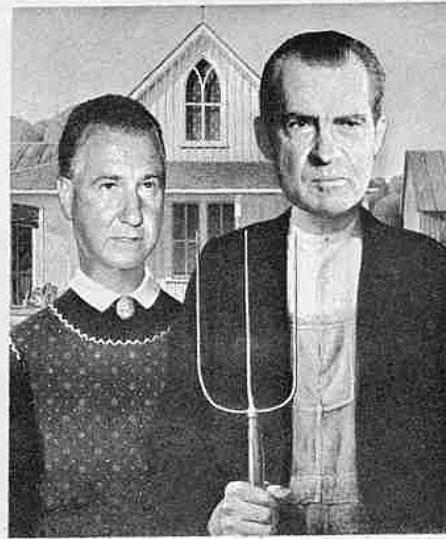


... The Communist World

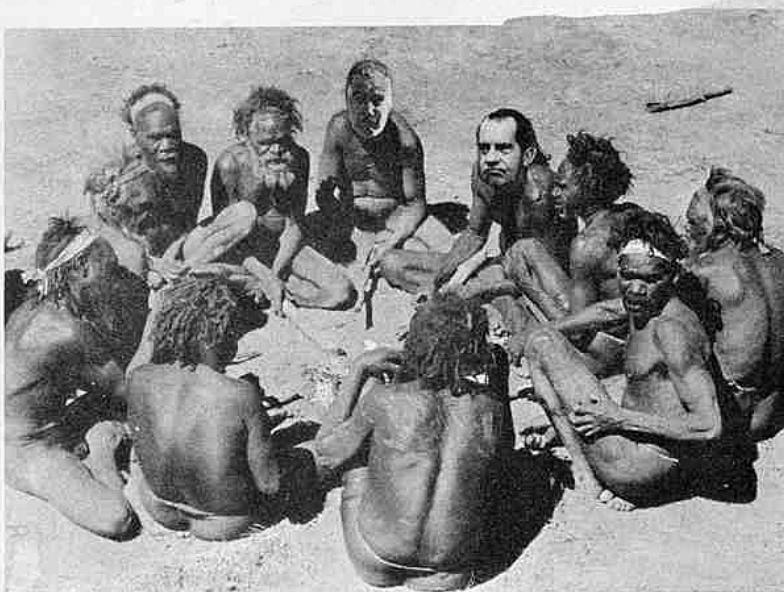




... Underdeveloped Nations



... Liberals



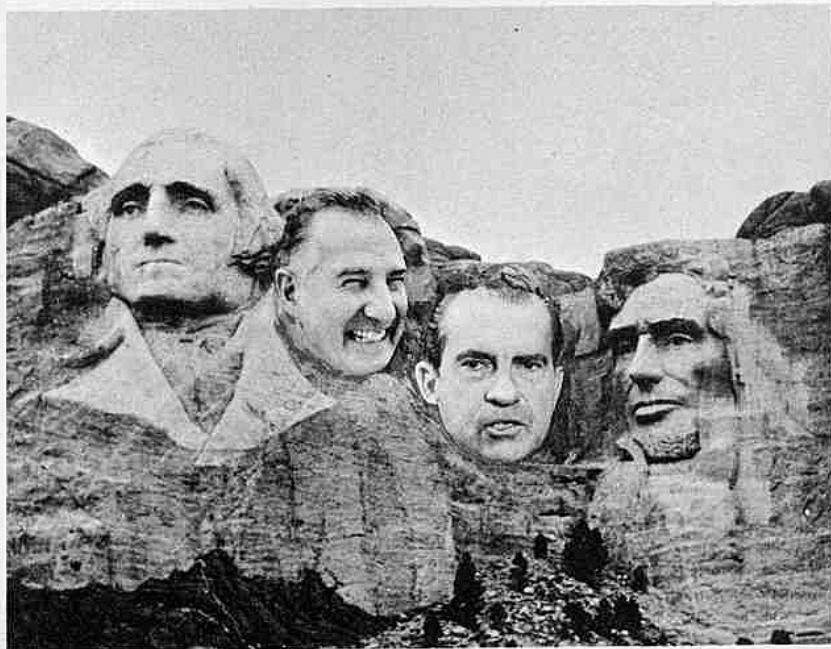
... Intellectuals



... Six-Year-Olds

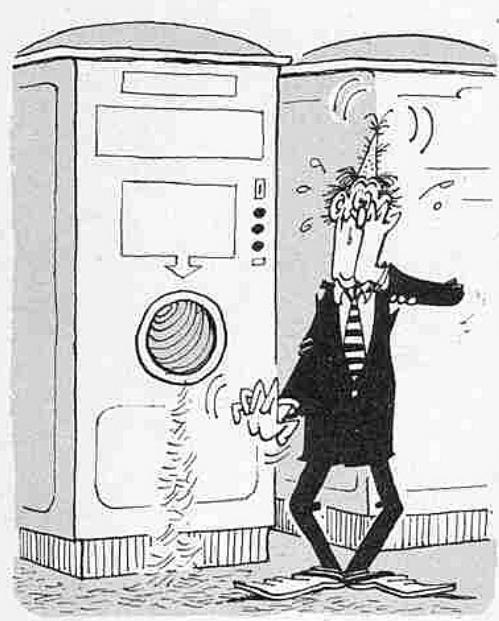
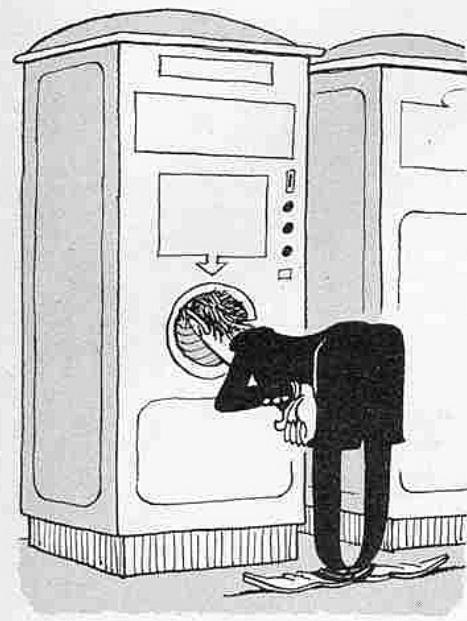
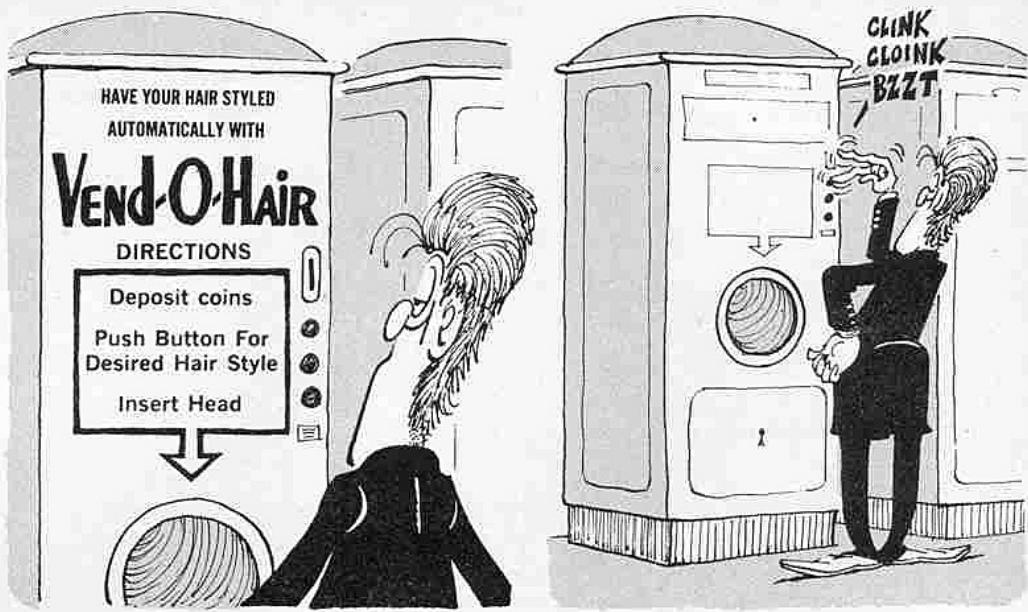


... College Students



... Themselves

ONE DAY IN A BUS DEPOT





D. MARTIN

SUMMER COME LOUDER DEPT.

Years ago kids would go to any camp their parents would choose for them. It didn't really matter which one—all camps were alike. They all had Indian-sounding names and the ads for them usually looked something like this . . .

In summer camping and
boys and girls. 8-18.

Campfires supervised by
experienced counselors—

WA HAS EVERYTHING!!

The rugged life of
Camp Waywanda

the Geronimo Mountains,
the friendly Dungmoo tribe
Beri-Beri stands proudly,
in summer camping and
vacation fun for active boys and girls. 8-18.

- Bead threading
- Wallet making
- Clay moulding

All-American sports program:

- Ring-toss courts on premises
- Pin the tail on the donkey
- Tag

Campfires have been placed far
out in the woods so that all can learn to appreciate
the wonders of nature whether they want to or not!

Mess Hall Privileges! CAMP WAYWANDA HAS EVERYTHING!!

The rugged life of
PUN MAY GO

Nature walks daily
All-American
sports program
Campfires

supervised by experienced counselors—

Mess Hall Privileges!

Nature walks daily: Latrines have been placed far out in the woods so that all can learn to appreciate the wonders of nature whether they want to or not!

CAMP MOWAYNISIC HAS EVERYTHING!!

You'll love the rugged life of
Camp Geronimo

Deep in the heart of the Beri-Beri Mountains,
on the very ground the friendly Dungmoo tribe
was massacred on, Camp Geronimo stands proudly,
offering the very best in summer camping and
vacation fun for active boys and girls. 8-18.

Excitement beyond belief: All-American sports program:

- Bead threading
- Ring-toss courts on premises
- Pin the tail on the donkey
- Clay moulding
- Tag

Nature walks daily: Latrines have been placed far out in the woods so that all can learn to appreciate the wonders of nature whether they want to or not!

Mess Hall Privileges!

Campfires supervised by experienced counselors
Forest-fire fighting supervised by experienced
Forest Rangers
CAMP GERONIMO HAS EVERYTHING!!

You'll love the rugged life of
CAMP HOUSATONIC

Deep in the heart of the Dungmoo Mountains,
on the very ground the friendly Beri-Beri tribe
was massacred on. Camp

All-American sports program:

Excitement beyond

CAMP RON ANDA HAS EVERYTHING!!

- Bead threading
- Wallet making
- Clay moulding

You'll love the rugged life of
Camp Pasumsic

Deep in the heart of the B
on the very ground the frien
was massacred on, Camp Pasun
offering the very best in sun
vacation fun for active boy

Excitement beyond belief:

- Bead threading
- Wallet making
- Clay moulding

All-American sports program:

- Ring-toss courts on premises
- Pin the tail on the donkey
- Tag

Nature walks daily: Latrines have been placed far out in the woods so that all can learn to appreciate the wonders of nature whether they want to or not!

**Mess Hall Privileges!
CAMP PASUMSIC
HAS EVERYTHING!!**

You'll love the rugged life of
CAMP KIE-CROO

Deep in the heart of the B
on the very ground the frien
was massacred on, Camp Ger
offering the very best in sun

And like that! But the "camp scene" has changed considerably, so naturally the ads have changed as well. Smart businessmen have realized that there's another kind of green in those hills besides poison ivy—namely MONEY—as long as the tastes and interests of today's over-indulged youth is catered to. There are now camps that specialize in riding, music, scuba-diving, art, dieting, foreign languages, you name it! Better still, we'll name it with



SPECIALIZED CAMP ADS WE'RE BOUND TO SEE

CAMP**CAMP** ONE OF NEW ENGLAND'S FINEST PRIVATE CAMPS**Camp**are boys 9-16
direction of
coaches and
ping program,
and food.Wrestling =
Golf = Outdoor
3 professional
lighted tennis
Olympic
= accredited
ol = outdoor
WEEK INTEN-
SALL, SOCCER,
onal coaches.WRITE FOR
FREE
BROCHURE**BOYS
AMP**private lake;
all track and
OP tennis &
y, horseback,
stage craft;
RECREATION
DANCE—folk,
gram. Mature,
PEN FOR IN-**LL SEASON**
New Brochure
on Request**CAMP**
& Girls 5-16e concept of
gramming in
cial attention
all activities.
bathrooms.
pool, water
Hall (indoor
teer Pgmr.
ember ACA.
IRE SEASON!**MP**ms for
25ram you want,
mer programsrams for ages
age. Interest-
days of sight-and 14, boys
z atmosphere.ject for ages
ing in over 50lege students
ope, includingboys and girls
s with Israeli
\$712

e:

Hate the dark? Dread heights? Have a fear
of water? Afraid of your own shadow? Then**Camp
Yellow-Streak**

IS THE PLACE FOR YOU!

Guaranteed "bully-free" premises!
Has all these wonderful features:

Mattress UNDER each bed for those who prefer sleeping there
 Cabins, dining rooms and grounds fully lit 24 hours a day
 Unpenetrable wire mesh windows to keep out flies, mosquitoes, witches and ghosts.
 Olympic-size pool with a maximum two foot depth.
 No intimidating contests or rough competitions—the "Best Camper Award" goes to the camper who "Misses mommy most".



So be sure to pack your security blanket in a bag and bring it along with you to

Camp Yellow-Streak

Spineless Drive, Chicken, Montana



Attention Momsy and Daddykins! Busy summer ahead? Island hopping? Jet-Setting? Making the scene with the 400? Get your fat, little heir to

**CAMP
LOOK-DOWN-YOUR-NOSE**

Reserve a private suite with sleep-in counsellor now!*

Breakfast (in bed) is served ten-ish, lunch is two-ish, high tea is four-ish and dinner... eight-ish.

Meals range from everyday-ish (Chateaubriand, Pâté de Foie Gras, etc.) to gourmet-ish — complete with a wine cellar planned by Sommelier William M. Gaines.

Sports program featuring polo, yachting, grouse hunting, falconry, squash and monopoly (with real money).

Limousine service to and from the swimming pool. You may hire someone to swim for him at moderate prices.

We offer the mostest in modern snobbery! Including a field trip each week to a "typical" middle class camp where your child can ridicule, taunt and intimidate others his age from less fortunate backgrounds!

Naturally, your child has the power to fire anyone on the premises!

CAMP LOOK-DOWN-YOUR-NOSE

Nob Hill, Uppercrust, Connecticut

*Those not listed in The Social Register need not apply!

CAMP WAY NOR

LAKE ENGLEE, ELY, VERMONT BOYS 6-16

ROCKETRY • HAM RADIO • SCIENCE •

The ESTABLISHMENT got you down? PROTEST—until your parents let you join the march to

Camp Happy-Hippy**NO WASHING** **NO TELEVISION**
NO RULES **NO REGULATIONS**

Camp Happy-Hippy is equipped with only two beds, so only the first 400 applicants will be accepted! NO ORGANIZED ACTIVITIES! Come and do YOUR THING! If you don't have a thing to do—come anyway—we'll give you one! Take exciting trips without ever leaving the wild premises of far out...

Camp Happy-Hippy

BOX LSD—BIG SUR, CALIFORNIA

"Guru on the premises"

Does your child watch television all winter, spring, and fall? Then why break his routine for the summer?

SEND HIM TO

CAMP IDIOT-BOX

where everything is in living color!

Underwater TV in the pool... Closed circuit TV in the infirmary...

Educational TV in the john... TV Guide in the library...

And, of course, TV DINNERS for every meal!

Sing-a-long campfires every Saturday night with lyrics from every TV commercial for the last 10 years provided free!!!

PARTICIPATE in toothpaste tests, laundry detergent dramatizations and all the other wonderful things that commercials can offer you that real life can't!

GUEST SPEAKERS include: Josephine the Plumber, The Doublemint Twins, The Original Cast from the "House-atosis" Commercial!

Let CAMP IDIOT-BOX be your own summer re-run!

Write care of Vast Wasteland, Network, Arizona

If your child loves ice cream, cake, candy—
then he'll "eat up" **Camp Sweets**in the heart of the **CONFETIONERY HILLS**

- 12 complete meals* are served each day—plus, between meal snacks!
- Each child has choice of private room or living in the dining room!
- 3 SWIMMING POOLS! Vanilla, chocolate and strawberry!
- All buildings made out of gingerbread!
- 6 Resident dentists to provide free dental care and lollipops!
- Stomach pumps and various "tummy ache" medicine dispensers located throughout the camp premises!

**Camp
Sweets**Barton Lane,
Barricini, Oregon

*Typical complete meal:

Caramel Soup, Walnuts on the Half Shell, Chocolate Turkey with Marshmallow Stuffing, Candied Yams, Buttered Popcorn, Jelly Bean Salad PLUS an enormous choice of over a hundred and seventy DESSERTS!

CAMP MERLE GLEN for Girls

CAMP HILL FOREST

PARENTS! Do your child a favor! Send him to a camp that prepares him for adult life in the **REAL** world:

CAMP COOKIE-CRUMBLES

Why should Jr. believe that everything's gonna be peaches and cream when we all know it's gonna be **GARBAGE!** Here's part of what he'll experience:

Bad food	Ugly rumors	Fixed sports	Broken dates
Lousy service	Strikes	Over-charging	Cheating
Riots	Polluted air	Pure water	Graft
Long Lines	Power failures	Faulty plumbing	Weak cabins

and many more that we have learned to know and love!



Our specially trained counsellors preach about the evils of smoking and drinking daily (while smoking and drinking, naturally!).

You won't be bothered by "homesick" or "send money" calls—all thirty-six phone booths are out of order!

That's the way **CAMP COOKIE-CRUMBLES!**

Be sure to mail applications two months early to allow for the usual lousy Post Office Service!

CAMP COOKIE-CRUMBLES

EL CAMINO REAL, FRUSTRATION, MICHIGAN

Want a swinging, rocking summer? Then groove

CAMP BUST-AN-EARDRUM

The only summer camp offering eight weeks of uninterrupted acid rock music . . . featuring:

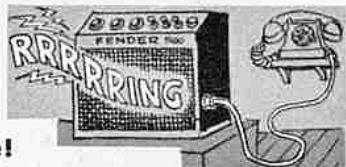
Amplified bass
Amplified drums
Amplified guitar

and in the dining room:

Amplified silverware!

On the camp premises:

The threshold of Pain Discotheque
Beyond the Threshold of Pain Pizza Palace
The Eh? Huh? Hearing Aid Shoppe

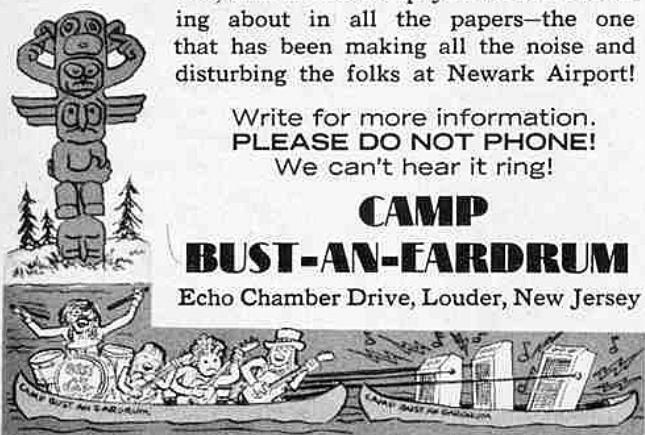


Yes, this is the camp you've been reading about in all the papers—the one that has been making all the noise and disturbing the folks at Newark Airport!

Write for more information.
PLEASE DO NOT PHONE!
We can't hear it ring!

CAMP BUST-AN-EARDRUM

Echo Chamber Drive, Louder, New Jersey



organ and all instruments. Courses in Academic Music, Orchestra, Band, Madrigal Singers, Chamber Music, Opera Workshop. Exceptionally beautiful facilities, 1/4-mile white sandy beach. Swimming, boating, tennis, archery.

BOYS!!!

Do you just love to sew? Style hair? Arrange flowers? Interior decorate? Design dresses? Groom poodles? Do window displays? Or just gossip around a mah-jongg game? Then come to

CAMP DRAG

A regular fairy-land for boys!

(Over 500 miles from the nearest girl's camp!)

"You'll come here a boy, but go home a woman!"

Camp Drag, Cherry Grove, Fire Island, N.Y.



Got yourself a "problem child"? Has over-indulgence made your kid an impossible, spoiled-rotten SNOT-NOSE? We'll straighten him out in just one summer at

CAMP BREAK-A-BRAT

No wishy-washy, mamby-pamby stuff here! We pride ourselves in our latest, get-results-fast features like:

COLD FOOD COLD SHOWERS COLD SHOULDER

We believe in letting 'em learn the hard way! Like the ins and outs of electricity—an electrified fence encircles the entire premises!

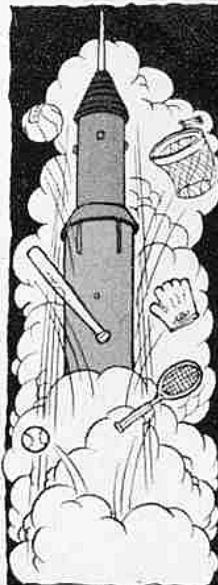
Care of pets—police dogs roam the property day and night!
Landscaping—tons of rocks that need to be broken!

Experienced Counsellors (all of whom served in the big house, either as guards or inmates!) supply their own special methods of keeping the little stinkers in line, enabling us to GUARANTEE your kid's complete over-haul from a surly creep to a whimpering crud!

Send us his name, photograph, and fingerprints and we'll do the rest!

CAMP BREAK-A-BRAT

LEAVENWORTH ROAD—BIG ROCK—ILLINOIS



Space nut? Lift-off for the summer of your life at . . .

ASTRO-CAMP

- All meals drunk out of plastic bags!
- Zero gravity gymnasiums for exercise!
- Three campers to a room measuring 4' x 6' x 8' from which you'll be allowed out once every 15 days!
- Talk to your counsellor on our fabulous "mission control" two-way radio!
- Experience our unique "no washing or latrine" services!
- Free rock samples to take home with you after the summer!
- A congratulatory call from President Nixon if you make it through the season.

It's expensive, but what the hell—the Government is paying for most of it!

ASTRO-CAMP

LAUNCH PAD BLVD., HOUSTON, TEXAS

Camps For All Ages

"AN ACCREDITED PRIVATE CAMP FOR YOUR CHILD"

Exciting Yo

If it's a camp, talk to Histadrut. It includes these: HAKFAR HAYARAD 14 to 17. Share ing work, educ seeing. \$379

ISRAEL KIBBUTZ 14 and 15. A c English speaking

EXPERIMENT IN 16 and 17. Green Kibbutzim. \$719

KIBBUTZ-VACATI ages 18 to 25. 3 Mediterranean F CHILDREN SUMM ages 9 to 12. P children. Well e

OT For

CAMP

Kent, Conn., 85 Berkshires. Mount Water sports in Boating, Canoe instruction. Van basketball areas professional staff Music, Drama, men Stock, Movie program. FOR program geared

Music • Da with a happy camping. Profes ments, folk, clas dance, ballet. Pa pottery, craftgraphy, film worl ad teen group Pillow. Beg., ad

CAMP

4 & 8 WEEK Basketball • So Camping & Livin size basketball courts = 3 base Pool and 100 ac academic progr camping at C. B SIVE PROGRAMS WRESTLING: Ou Demonstrations

CALL OR WRITE

CAMP ANN

The original no for girls 8-18. C Superb facilitie TWENTY tennis golf course, fer nastics. Follow weight loss. So and confide Under the pers Gussie Mason, Stanley, and au Your Child Lose Accredited by A & Association o Send for brochu from the N. Y. T

CAMP V

THE LIGHTER SIDE OF...

BABY

In case you want to get in touch with us, we'll be at this number!

In case of an EMERGENCY, this is my neighbor's telephone number!

In case of a REAL EMERGENCY, this is my Doctor's telephone number!

And in case of a REALLY BIG EMERGENCY, this is my Hospital's telephone number!

In case you need a baby sitter that doesn't SCARE easy, this is my Big Sister's telephone number!!



Excuse me, Sir . . . can you tell me where number "56" is?

Are you looking for the Freeman house?

Yeah! That's the place!

It's the third house down from the next corner on the right!

It's a fieldstone house with a large weeping willow out in front! You can't miss it!

Thank you, Sir . . .

AND WHEN YOU GET THERE, YOU CAN TELL SUE KELLY WE MADE IT QUITE CLEAR WE DON'T WANT HER BOYFRIENDS OVER WHEN SHE'S BABY SITTING FOR US!!



So you think you know everything, eh? What do you fancy yourself as — a prophet with mystic powers?!

All I said was: At any adult party, I can always tell which parents have baby sitters at home!

Okay, Big Swami . . . how do you do it?

Well, the moment the telephone rings . . .

. . . they're the ones who turn around!!



SITTING



ARTIST & WRITER: DAVE BERG

We need a baby sitter tonight! I think I'll call Karen! She's very good with the children!

Oh, no! Not Karen! She raids the refrigerator and eats up all my cheese!

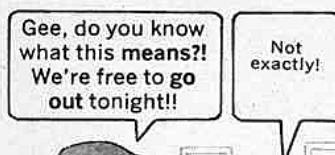
I'd call Nancy—but knowing her, she'll finish off the roast beef I prepared for tomorrow!

And don't call Jane! She always goes to my liquor cabinet!

Tell you what . . . call Sally!

But she's just terrible with the children!

True! But at least, she's on a diet!!





I'm leaving now! I'll be sitting for the Tobins! They're the ones with the cute little two-year-old they call "Big Bill" because he's so tiny!

If any of the fellas should call, whatever you do, DON'T TELL THEM I'M BABY SITTING!

Fellas think that only the dateless girls baby sit on Saturday nights! So tell them I'm out with a boy!

I'm not going to LIE for you!

Who's asking you to lie?!

Just tell them I'm with a boy named "Big Bill"!!



I wanna stay up late an' watch TV!

No, you can't!

When Kathy baby sat for me, she let me stay up late an' watch TV! An' when Mary Ann baby sat for me, she let me stay up late an' watch TV!

An' when Virginia baby sat for me, she let me stay up late an' watch TV!

Then why didn't your Mommy call Kathy or Mary Ann or Virginia to baby sit for you tonight?

Because she found out that they let me stay up late an' watch TV!



MOMMY! MOMMY! Sob! I'M SO GLAD YOU'RE HOME! Sob! THE BABY SITTER HIT ME! Sob!

SHE'S A BIG MEAN OL' BULLY WHO HATES POOR LI'L HELPLESS KIDS! WAAAHHH!

My goodness! What did you do to make her mistreat you like that?

If I — sob! — tell you ...

... then you'll hit me, too!



Who were you talking to on the phone for so long?

These people that I don't even know were asking me to baby sit for them!

WHAT?! Do you think I'm going to let my little girl go to a strange house without knowing something about the people?!

Are they decent? Are they religious? Or do they drink? Are they on narcotics? Do they have wild sex orgies?

That's why I was on the phone so long!

They wanted to know the same things about US!



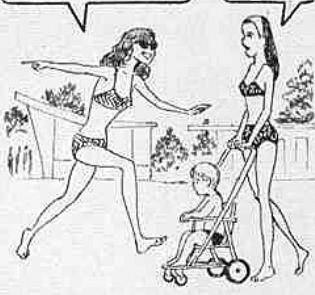
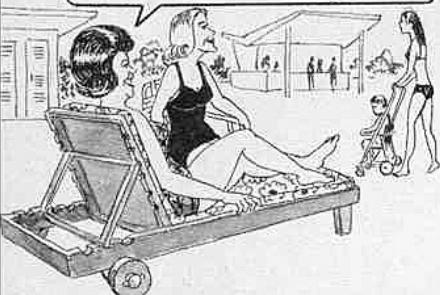
Look at that! My little Naomi has her first baby sitting job! She's grown up at last! Now, I can relax and enjoy my leisure time with no children around to worry about!

Naomi! Naomi!! The Doyles have invited us on their cruiser! Let's go . . .

I can't!
I'm
babysitting!

But this is one chance in a million!!

Mama . . . what'll I do???



While you were out, Mrs. Ginko called and asked if you could baby sit for them on Saturday night!

I wouldn't work for them if theirs was the last baby sitting job in the world!!

You mean because they have four bratty hard-to-handle kids?

Nahhh!
I can cope with that! It's something worse!

You mean because they live in a scary out-of-the-way place?

Nahhh! I can cope with that, too! It's something even worse!

They don't have a color television set! THAT, I simply cannot cope with!



RING!
I'm glad you called me back, Amy! Sorry I had to hang up on you so suddenly, but I thought I heard Mrs. Barton at the door! The one thing she really hates is to come home and catch me on the phone!

I mean, so what if I make a few phone calls while I'm babysitting for her? Okay, so I spend the whole night on the phone! I mean, what's the big problem, anyway?

This is Mrs. Barton . . . and the big problem is, I can't call and check to see how my children are when the line is constantly busy!!



Truthfully, I really hate to baby sit! I'm actually terrified!

I know what you mean! There are all the things that go bump in the night, like creaky floors . . .

. . . and rattling windows and groaning air conditioners and squeaky heating systems and doorbells that ring and you're afraid to answer . . .

. . . and strange noises and obscene telephone calls! Boy, are those things ever terrorizing!

I'm not talking about those things! What REALLY terrifies me is THE KIDS!!



FOWL PLAY DEPT.



MAJOR HAWKS

HAWKS & DOVES



ARTIST & WRITER: AL JAFFEE



PRIVATE DOVES



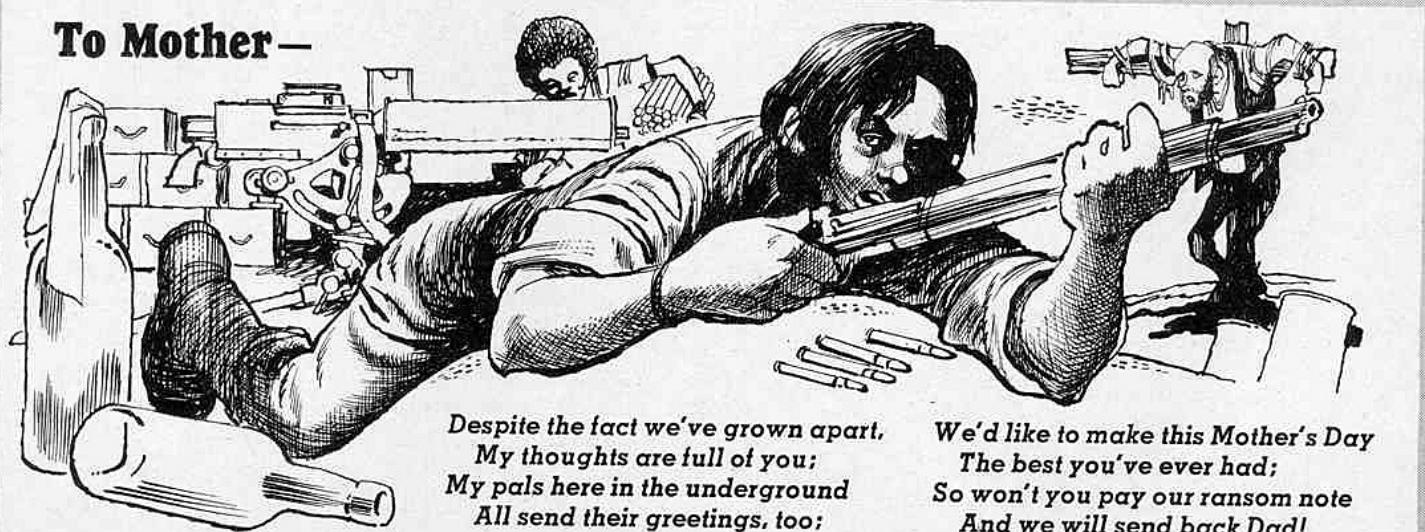
OEDIPUS NIX DEPT.

Mother's Day will soon be on us and many of us will be sending the appropriate cards. But what about all those members of the "extremist" side of the Generation Gap? What kind of cards will *they* be sending to *their* mothers? From the nature of this question, it should be pretty clear to you by now that MAD has the answer, namely—

MOTHER'S DAY CARDS FROM THE "NOW" GENERATION

From a Militant Revolutionary

To Mother—

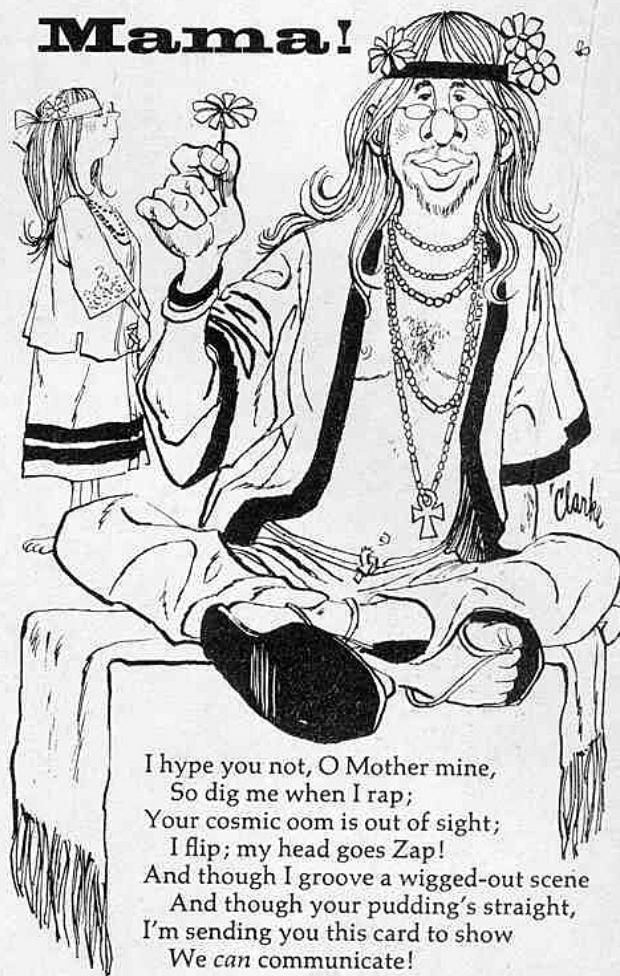


Despite the fact we've grown apart,
My thoughts are full of you;
My pals here in the underground
All send their greetings, too;

We'd like to make this Mother's Day
The best you've ever had;
So won't you pay our ransom note
And we will send back Dad!

From a Hippie

Mama!

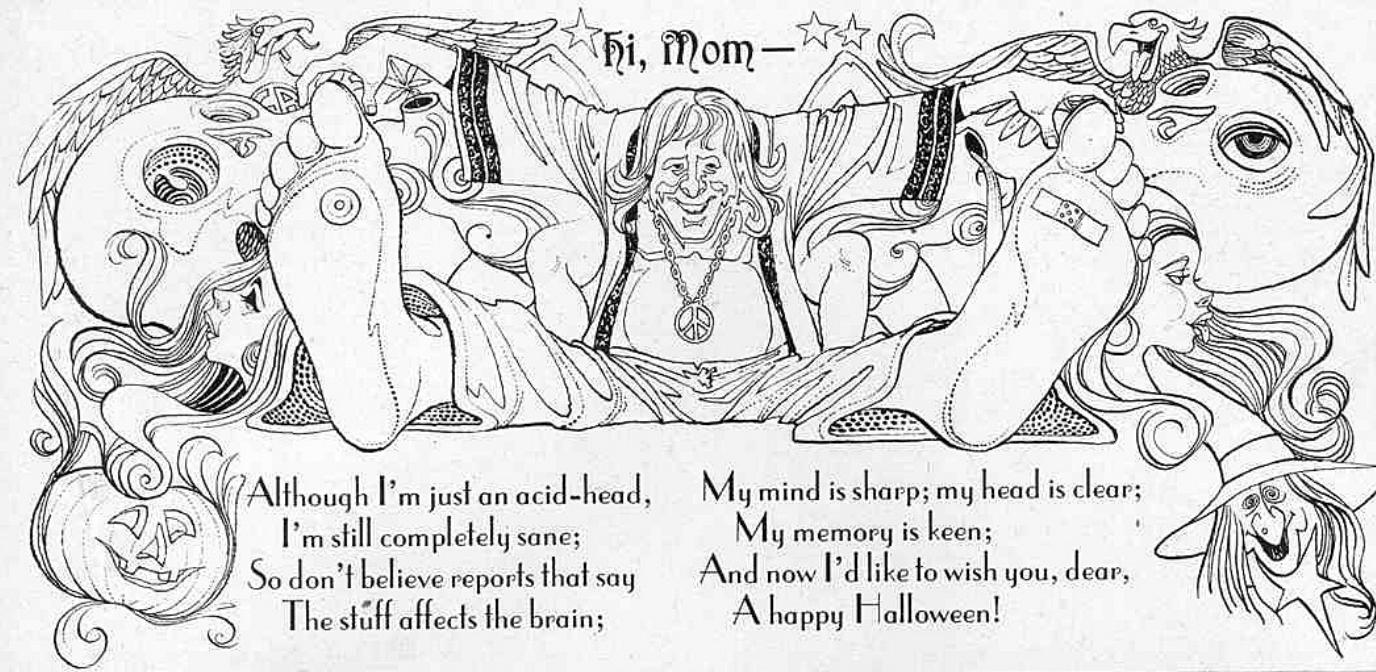


I hype you not, O Mother mine,
So dig me when I rap;
Your cosmic oom is out of sight;
I flip; my head goes Zap!
And though I groove a wigged-out scene
And though your pudding's straight,
I'm sending you this card to show
We can communicate!

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS

From an Acid-Head



Although I'm just an acid-head,
I'm still completely sane;
So don't believe reports that say
The stuff affects the brain;

My mind is sharp; my head is clear;
My memory is keen;
And now I'd like to wish you, dear,
A happy Halloween!

From a Radical Rabble-Rouser

Right on, Mom!



I bait the pigs with language foul;
I have a filthy style;
I only shout four-letter words;
I'm dirty, crude and vile;
In case you think, O Mother dear,
My words are a disgrace—
I learned them from those games of bridge
When Father trumped your ace!

From a Draft-Dodger

Dearest Mom—

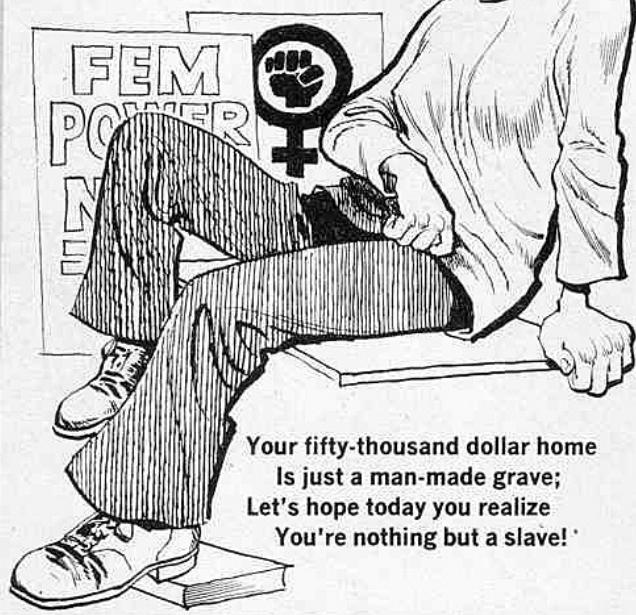


You spoon-fed me when I was young;
You loved me and caressed me;
You helped me learn to walk and talk;
You combed my hair and dressed me;
But what I really thank you for
With gratitude emphatic--
Is hiding me the past three years
Up here inside the attic!

From a Women's Lib Activist

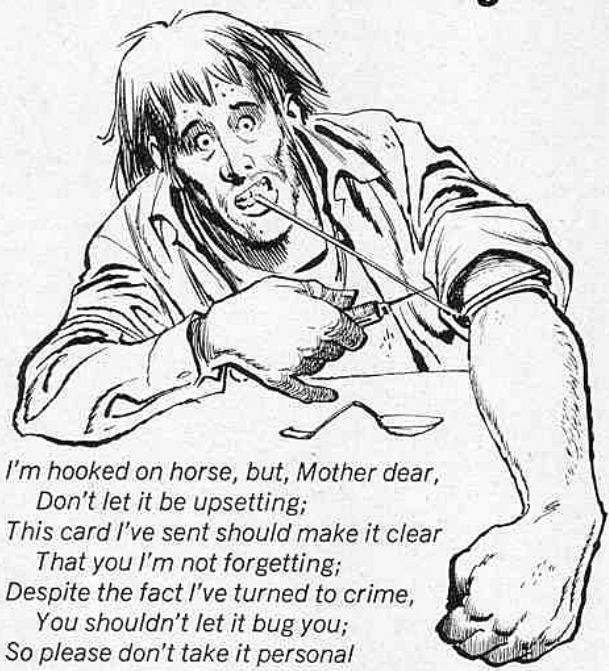
Mother!

Your diamond bracelet is a chain
That men use to oppress us;
Your sable coat is proof of how
Men buy us and possess us;



From a Junkie

Happy Mother's Day!



From a Black Militant

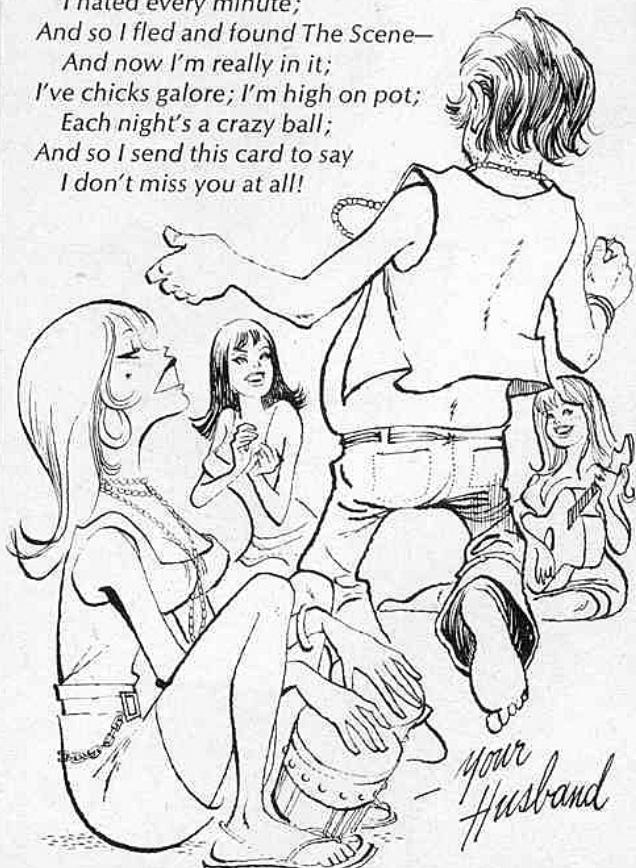


Happy Day, MUTHUH!

From a Runaway from Home

Happy Mother's Day!

You nagged me when I lived at home;
I hated every minute;
And so I fled and found The Scene—
And now I'm really in it;
I've chicks galore; I'm high on pot;
Each night's a crazy ball;
And so I send this card to say
I don't miss you at all!



ALTAR EGO

ARTIST: WALLACE WOOD

WRITER: MARYLYN IPPOLITO

I found the entrance too small, and had it re-designed! The architect's plans called for 12 marble columns, so I imported them from Italy! They were expensive, but they're beautiful!

I commissioned Guglielmo Negron, the famous Spanish sculptor, to do these four statues! You wouldn't believe the prices he charges for his work!

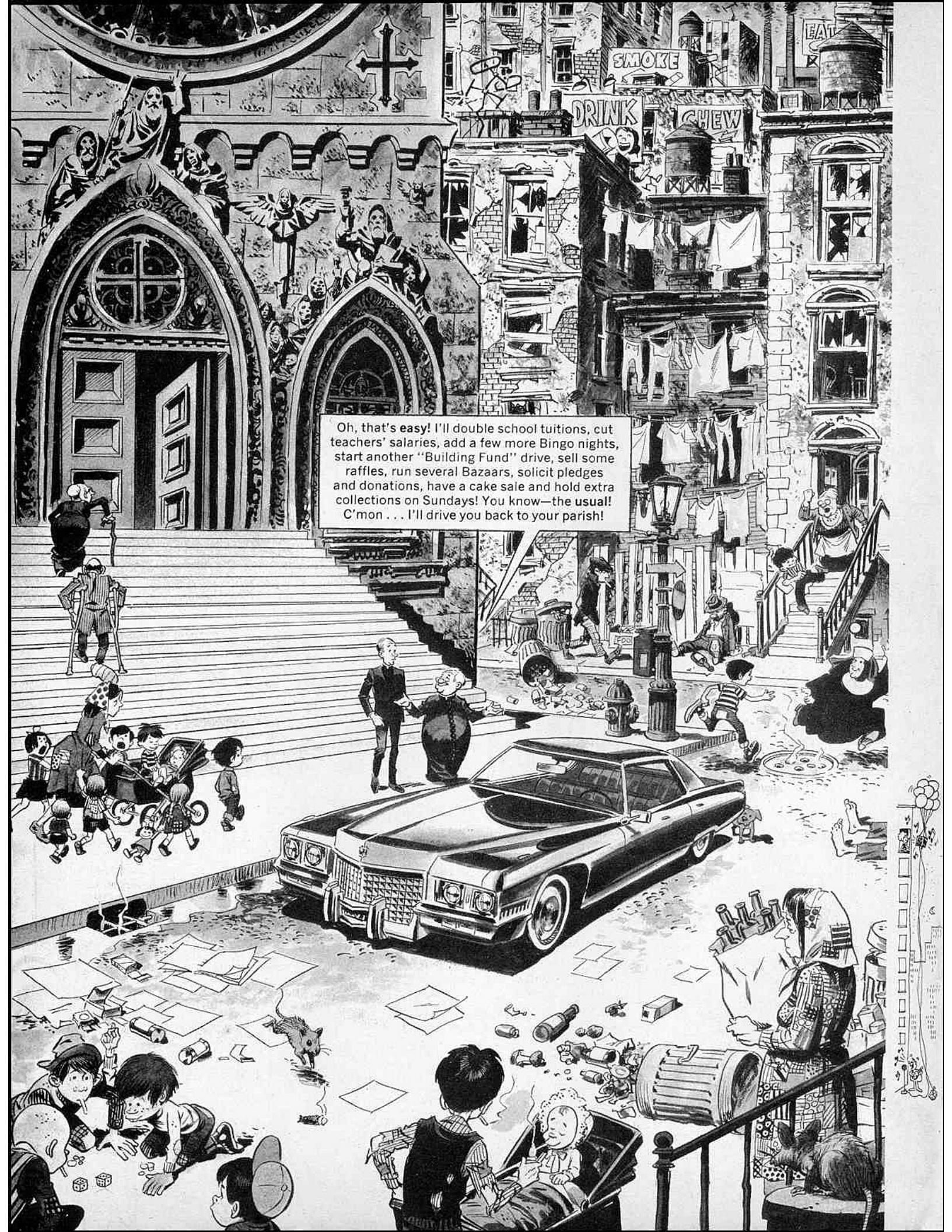
I have these fresh flowers flown in daily from all parts of the country! That really eats up the budget!

The new air conditioner makes quite a big difference! Even though it cost a fortune, it was well worth it!

And this is my pride and joy . . . my new organ! Every part is hand-made in Switzerland by craftsmen, crated separately, and re-assembled here by an expert! It took over six months!

I'm also having new pews and a new bell carillon installed!

Everything is certainly very beautiful! But it's all so expensive! How are you going to manage to pay for it all?



Oh, that's easy! I'll double school tuitions, cut teachers' salaries, add a few more Bingo nights, start another "Building Fund" drive, sell some raffles, run several Bazaars, solicit pledges and donations, have a cake sale and hold extra collections on Sundays! You know—the usual! C'mon . . . I'll drive you back to your parish!



FRIDAY NIGHT DUD-LINE DEPT.

In the past, there have been Television Series about truly exciting professional people—like school teachers and housemaids and nuns. Now, there's a Television Series about some of the most glamorous professional people of all . . . the brave and dedicated men and women who daily risk their lives to bring the truth to the public in the magazine publishing business. Join us now for our version of the TV Program that takes you behind the scenes of a huge, exciting, glamorous publishing empire . . .

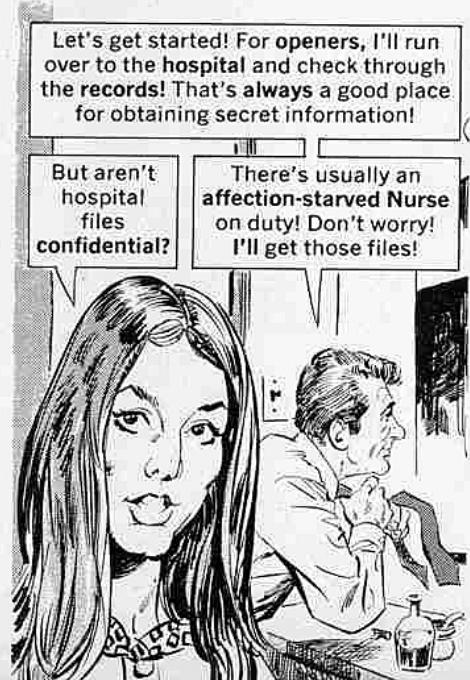
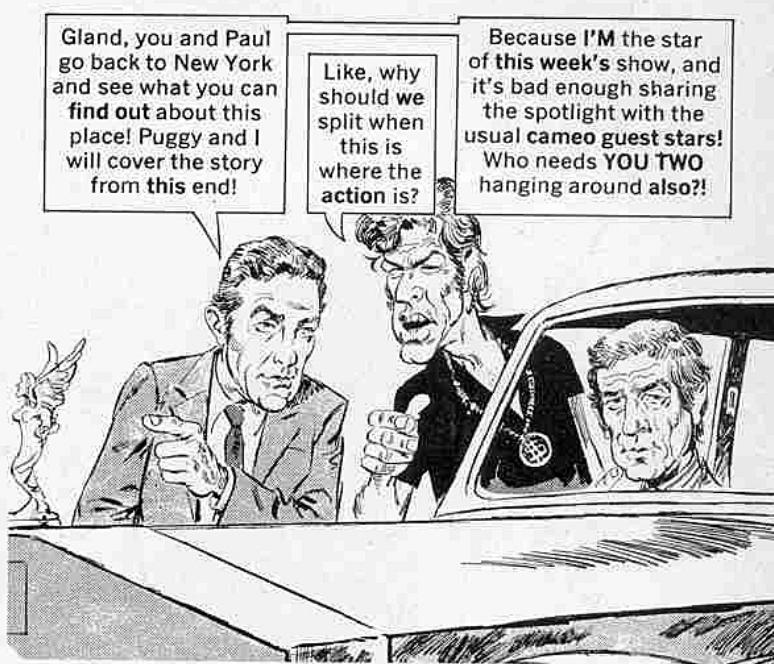
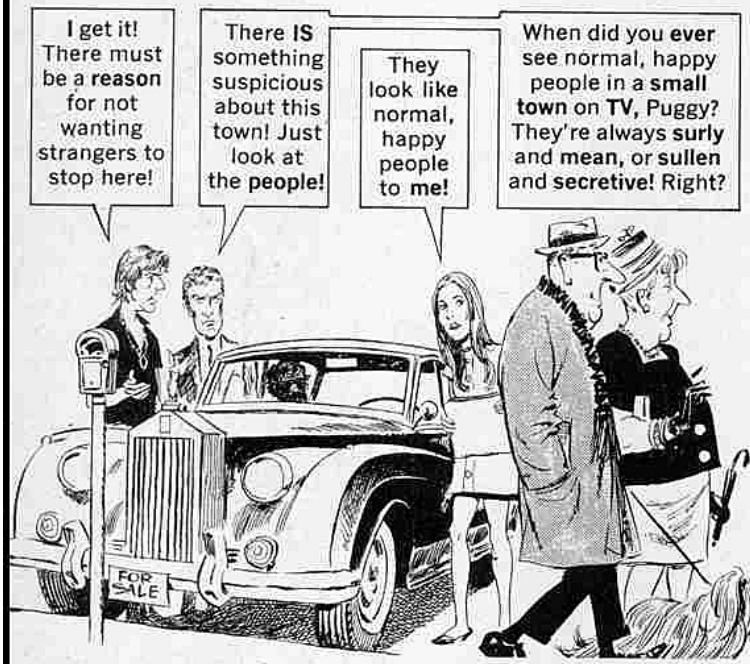
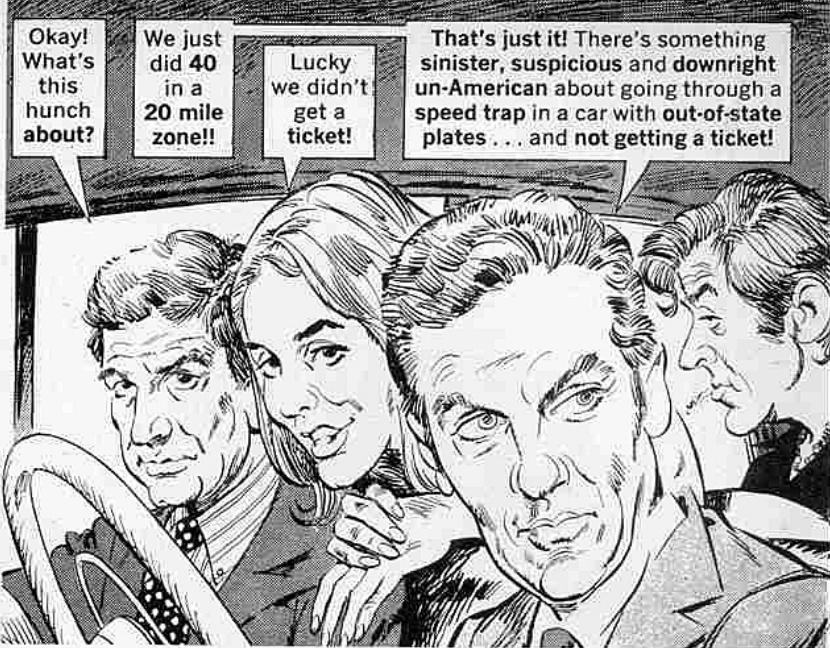
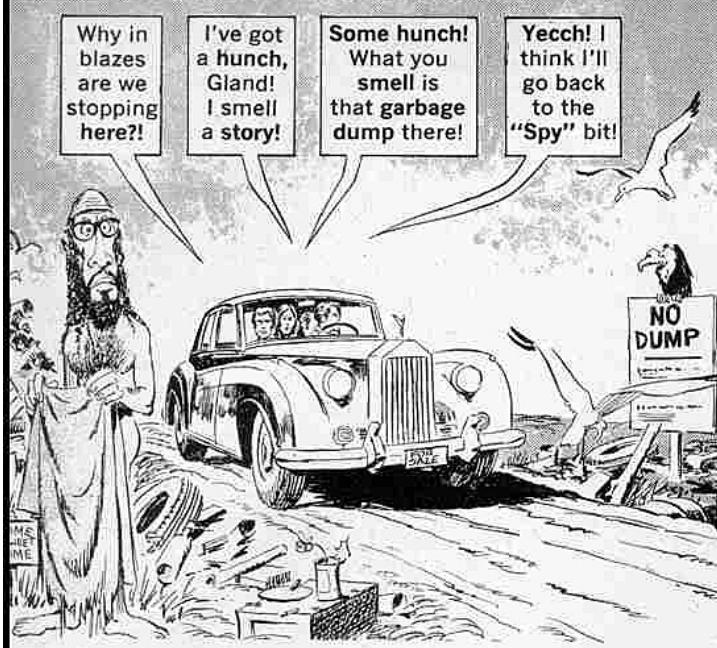


THE GAME IS INANE

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE



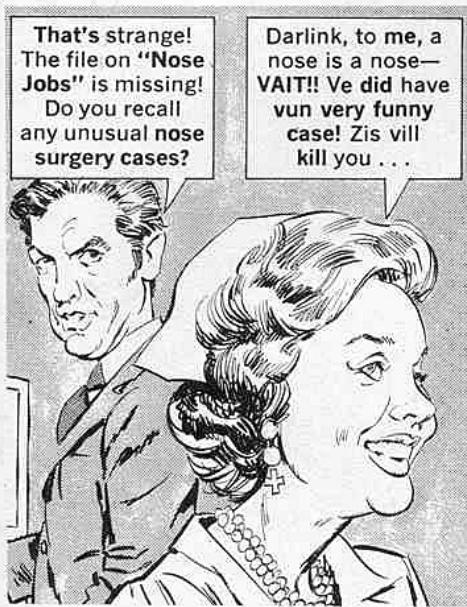


Hi! I'm Don Farfell, Editor of "Peephole and Grime Magazine"! We're doing a series of articles on hospitals, and I'd like to do a cover story on a typical Nurse! Tell me about yourself!

Vot's to tell, Darlink? My measurements are 38-24-36, and my phone number is Diamonds 4-6988!

Hmmm! That could make for some fascinating reading! But I'm more interested in the REAL you . . . your job in the hospital . . . and, mainly, what's in these confidential files!

It's against regulations to let anyvun look at these records, but I trust you, Darlink! I always trust men wit dimples in their chins!



Don't worry! I'll find the man that shot you, and I promise you I'll write a real nasty story about him!

That makes me feel much better! Now—hold me close, Darlink . . .



Sorry! Business before pleasure! First tell me about that very funny nose surgery case!

Darlink—gasp—I would—if I—gasp!! Croak!!

She's dead! Why do women always cop out?! Oh, well . . . I'm sure I'm on to something! I wonder how Puggy's doing?



Gosh, I'm sorry! I—
I'm not
really a
waitress!

NOW
she
tells
me!

Actually, I'm
a reporter for
"Peephole &
Grime Magazine"!!

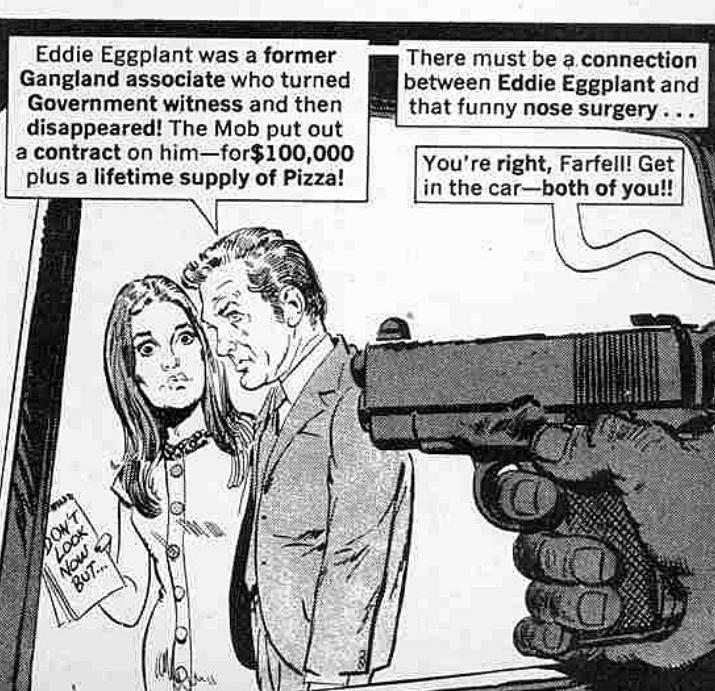
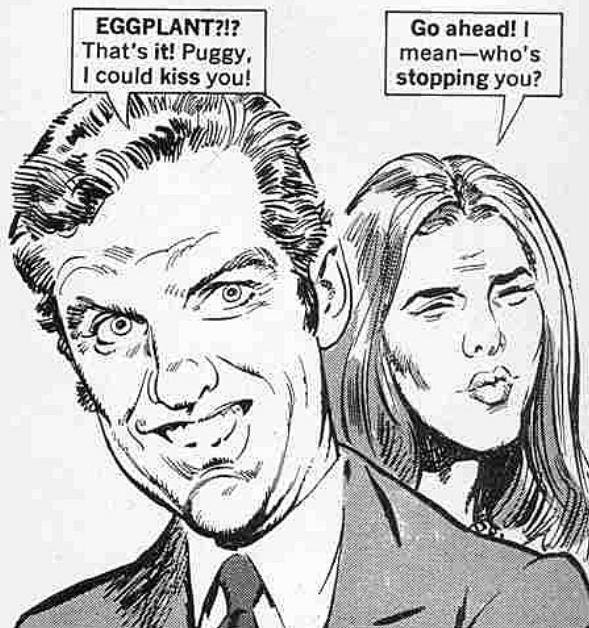
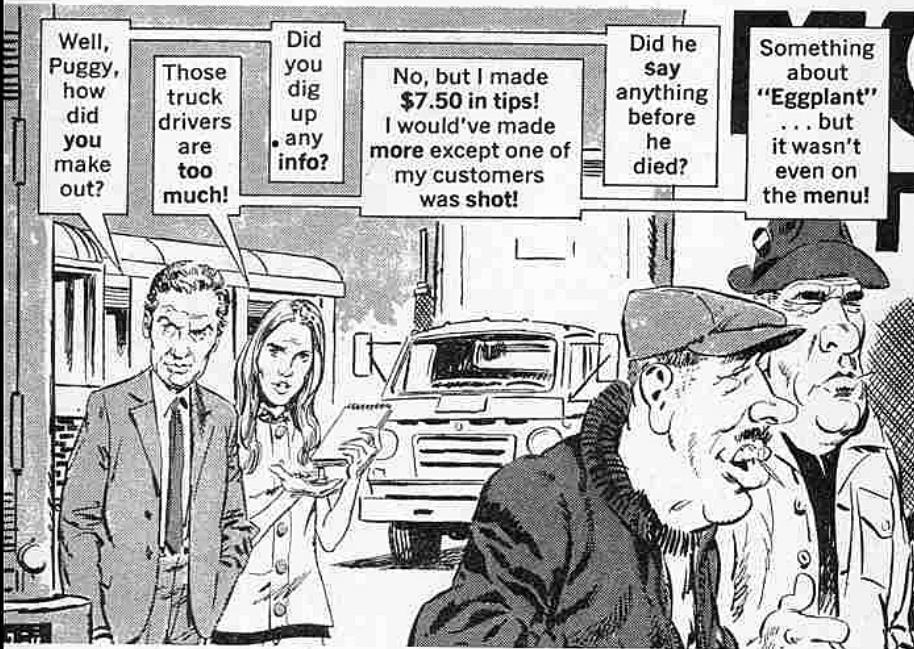
Why would a big
magazine like that
send a reporter to
a small town like
Sticksville? Unless—

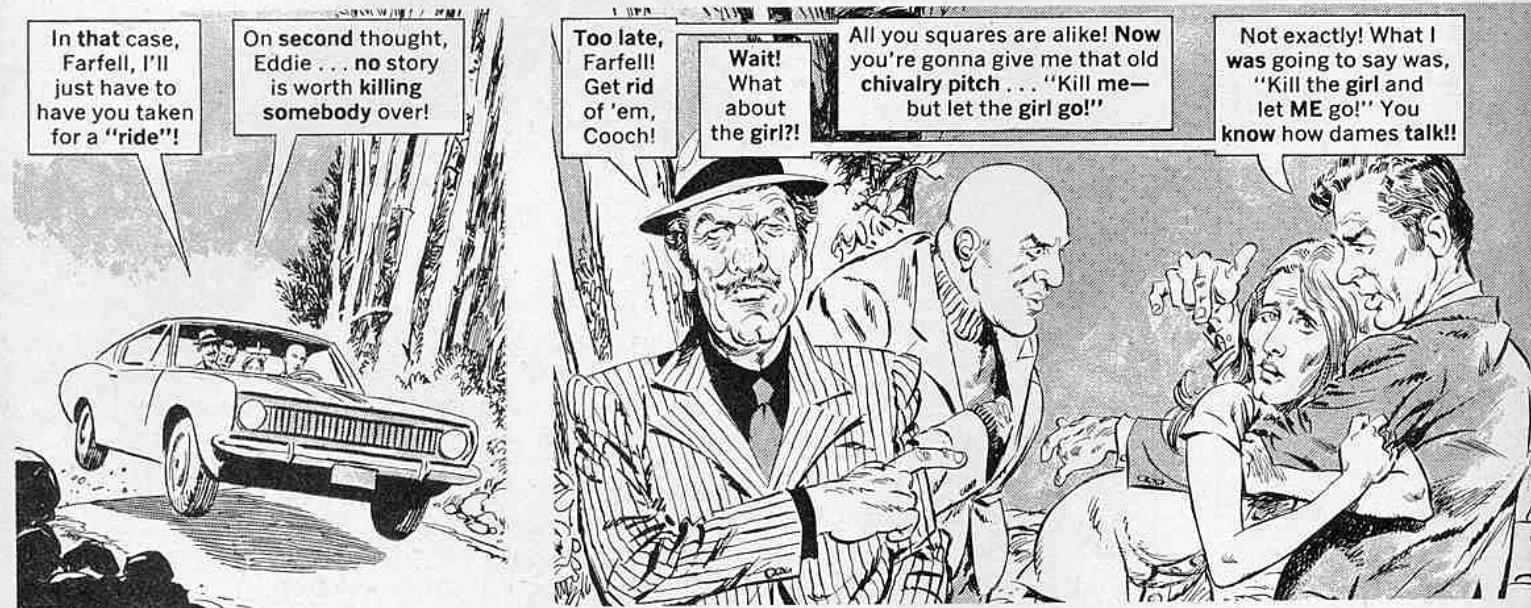
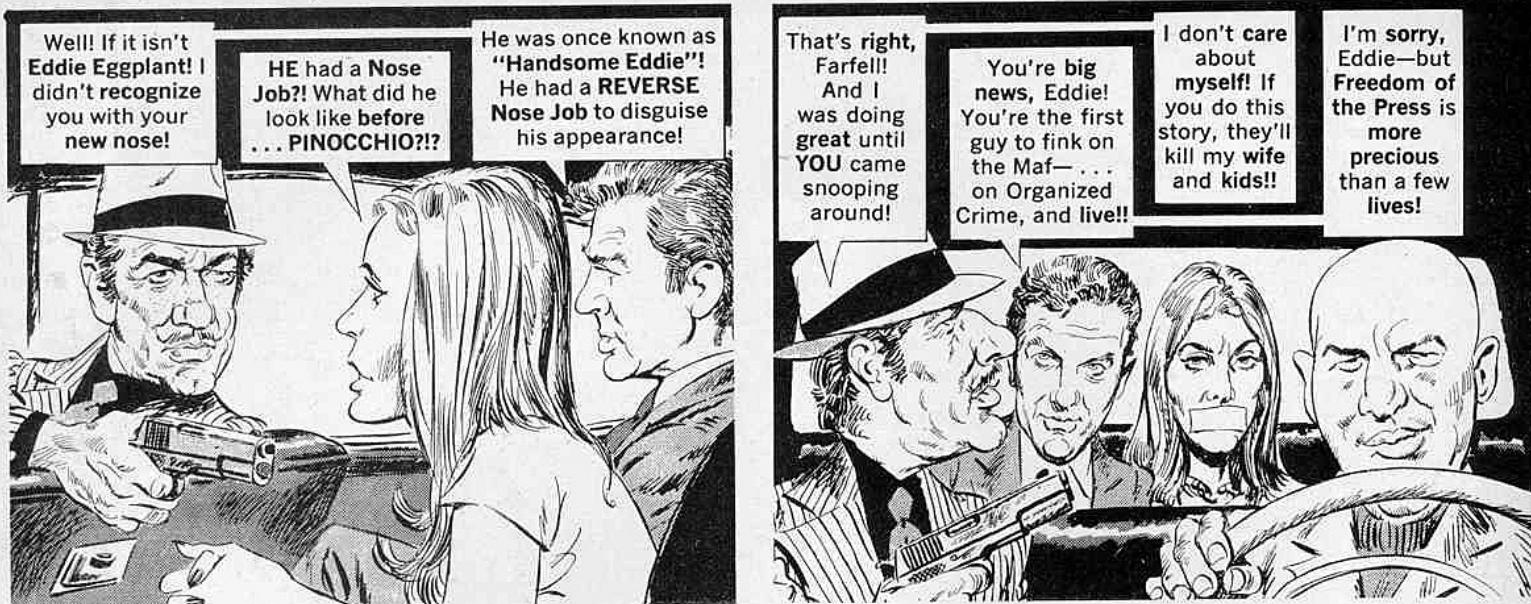
...unless
it's about
Eggplant—
ARRGGHHH!!

Oh, look,
Bruth!
Here's
an empty
teat!

Hey!
This
guy
is
dead!!

Darn! He
didn't
even
leave
a tip!





Hi, Mr. Coward!
This is
Puggy
Mixwell!
Remember
me?

Puggy! I've been
looking all over
for you! Bring me
a coffee and Danish,
and get me Jackie
Onassis on the
telephone!

I can't, Mr. Coward!
I'm still here in
Sticksville! We've
found Eddie Eggplant!

Did you say
you found
Eddie
Eggplant??!

Hello, Boss? This is
Special Guest Crook,
Ricardo Mendlebaum!
Tell the boys I've
found the fink!

Whew! For a minute,
I was worried! I
thought he might
be a reporter for
a rival magazine!



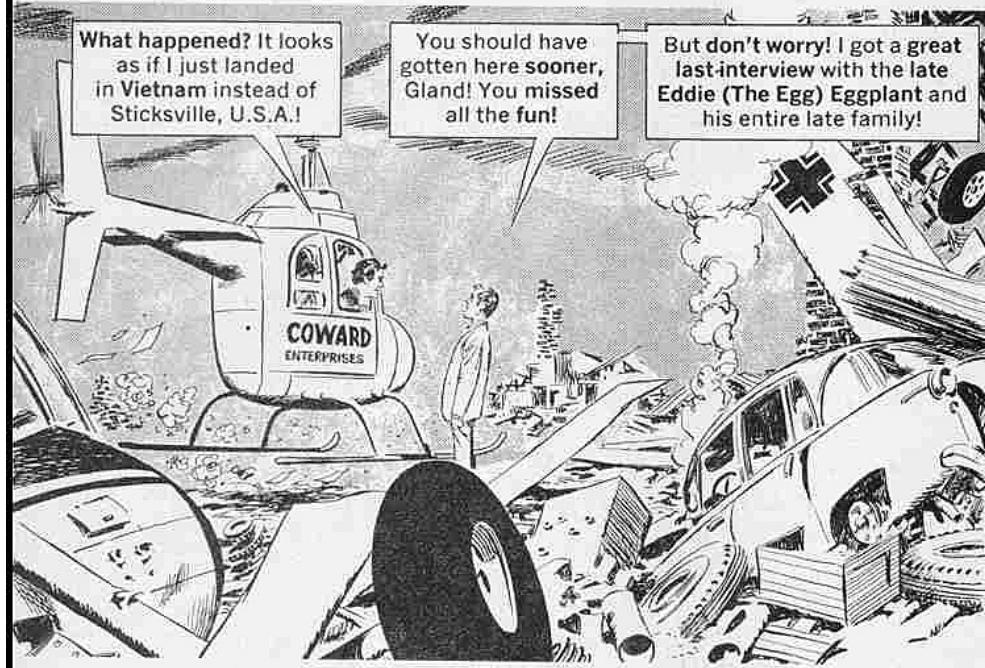
What happened? It looks
as if I just landed
in Vietnam instead of
Sticksville, U.S.A.!

You should have
gotten here sooner,
Gland! You missed
all the fun!

But don't worry! I got a great
last interview with the late
Eddie (The Egg) Eggplant and
his entire late family!

Here's the final official
body count: 37 killed . . .
158 wounded . . . 371 missing!
We lost three photographers
and one helicopter!

What?! Those
helicopters
are expensive!
This better be
a good story!

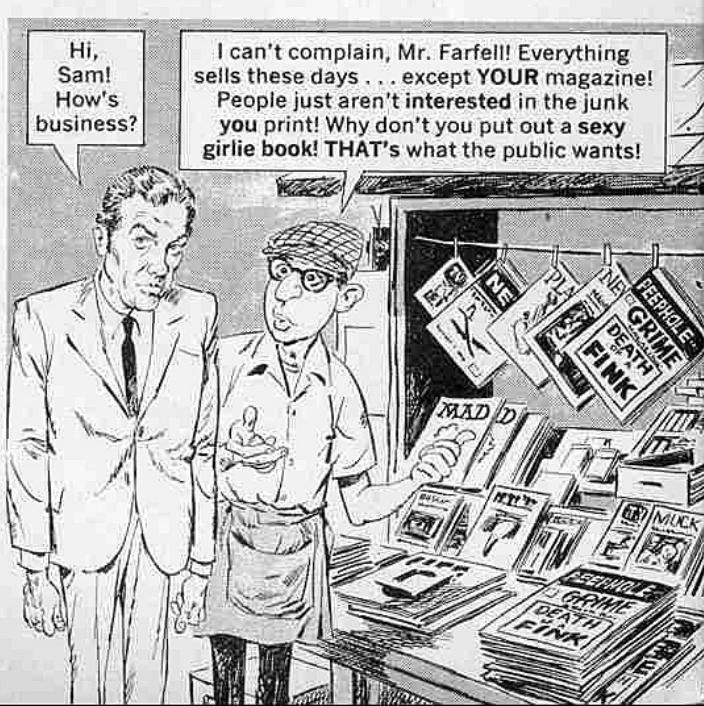
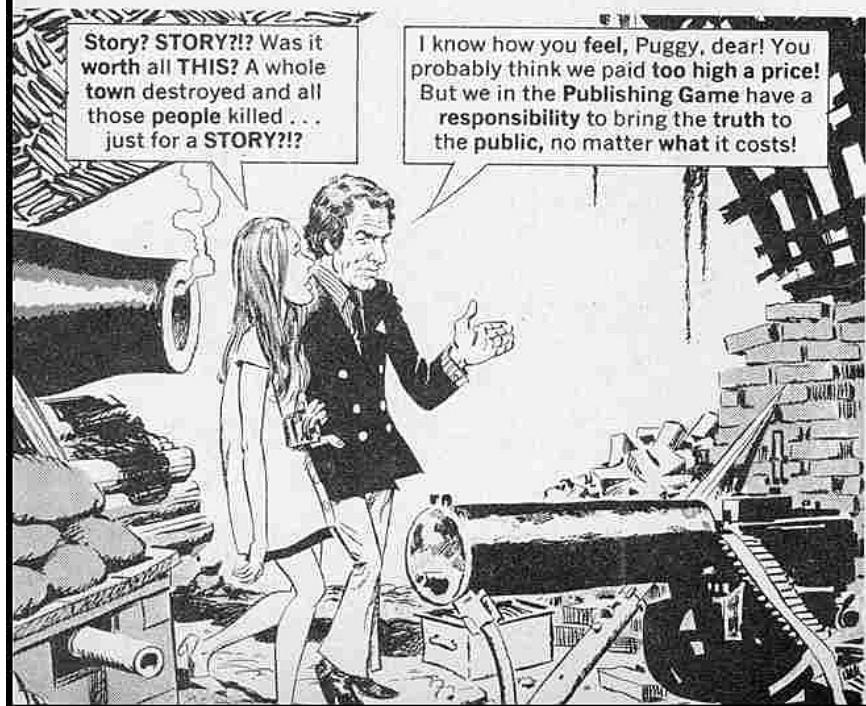


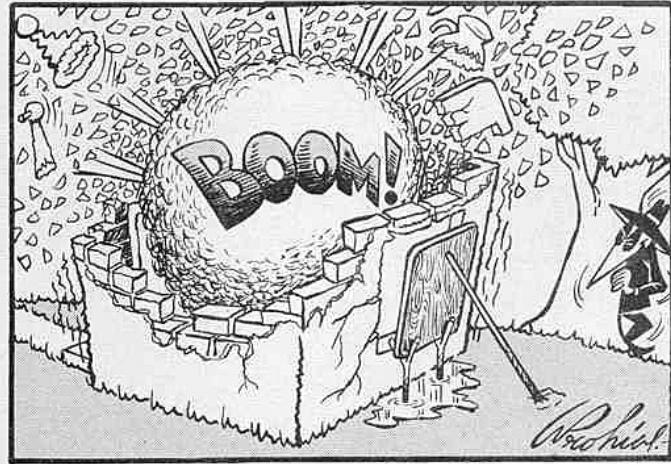
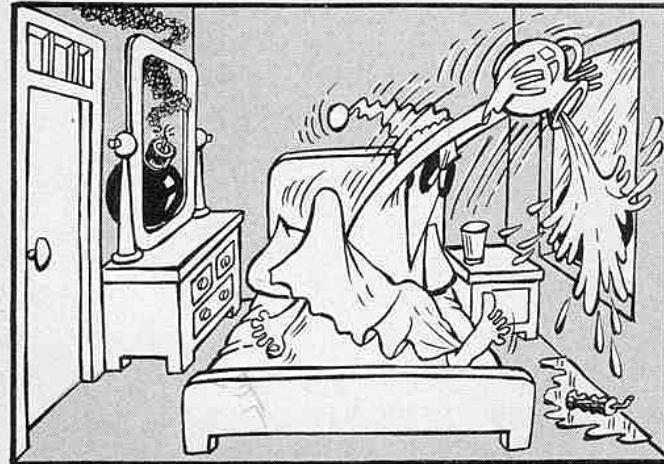
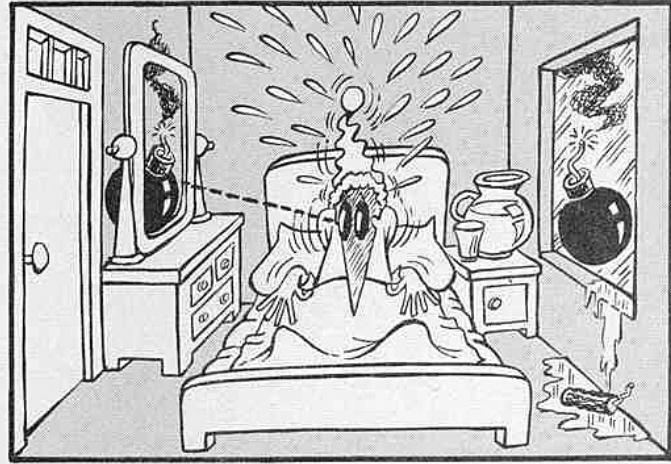
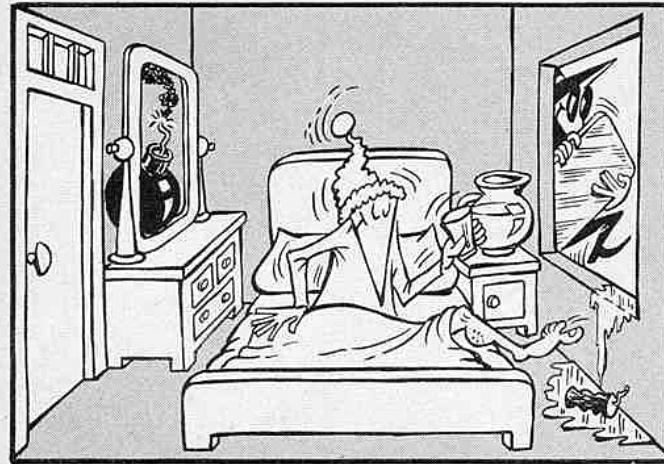
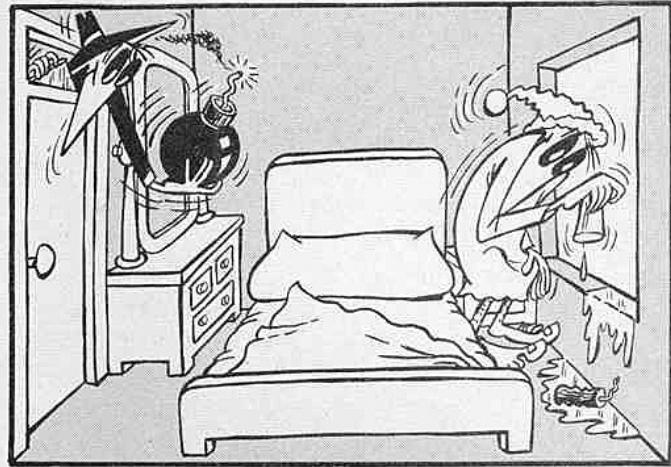
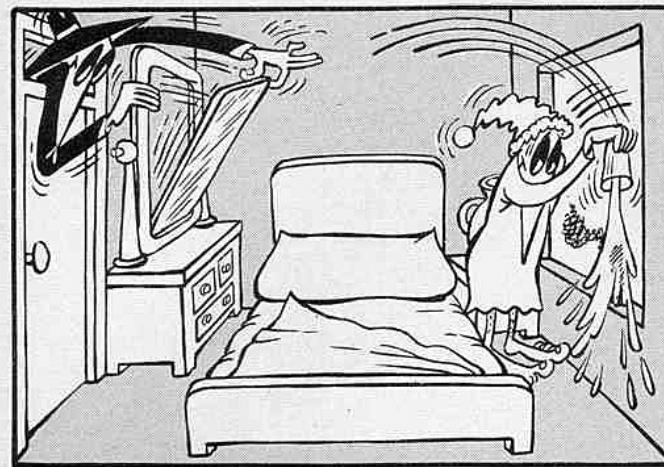
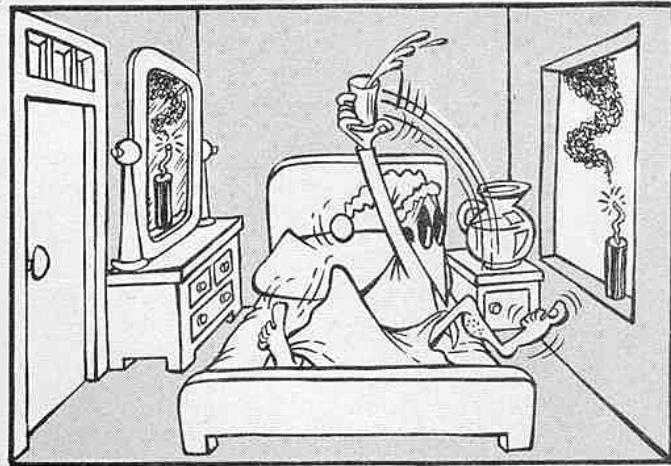
Story? STORY?!! Was it
worth all THIS? A whole
town destroyed and all
those people killed . . .
just for a STORY??!

I know how you feel, Puggy, dear! You
probably think we paid too high a price!
But we in the Publishing Game have a
responsibility to bring the truth to
the public, no matter what it costs!

Hi,
Sam!
How's
business?

I can't complain, Mr. Farfell! Everything
sells these days . . . except YOUR magazine!
People just aren't interested in the junk
you print! Why don't you put out a sexy
girlie book! THAT's what the public wants!





You Know It's REALLY

You Know It's REALLY OVER When ...



... the song you've always considered "our song" comes on the radio, and he snaps it off, saying, "I've always hated that thing!"

You Know It's REALLY OVER When ...



... you notice the garbage collector wearing the scarf you spent six months knitting for "him"!!

**You Know It's REALLY
OVER When ...**



... his recent letters end with
"Very truly yours,"!

**You Know It's REALLY
OVER When ...**



... she starts introducing you to people
as one of her "oldest and dearest friends!"

**You Know It's REALLY
OVER When ...**



... you call him up, and "she" answers!

You Know It's REALLY OVER When ...



... you hear giggling, whispering and slurping noises
as she breaks your date because of a headache!

You Know It's REALLY OVER When ...



... the house is yours, the lights are low, the music is
groovy ... and he spends the night playing with Fido!

OVER When...

You Know It's REALLY OVER When ...



... you start noticing how, lately, someone is always dropping in just when you think you're going to spend an evening alone in her pad.

ARTIST: JACK RICKARD

WRITERS: AL JAFFEE & GLORIA L. RICH

You Know It's REALLY OVER When ...



... you go to the movies, and he no longer cares about finding "two together"!

You Know It's REALLY
OVER When ...



... he says, "We can't go on meeting like this!" ... and you're both single!

You Know It's REALLY
OVER When ...



... he's no longer interested in your root canal work!

You Know It's REALLY
OVER When ...



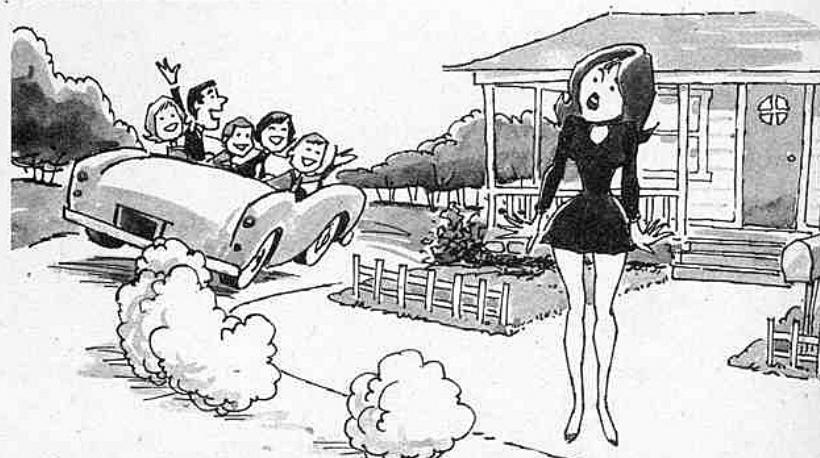
... he takes you to a "McDonald's" on the anniversary of your first date.

You Know It's REALLY OVER When ...



... she suddenly announces she has "just the right girl for you!"

You Know It's REALLY OVER When ...



... he offers to drive the gang home, and you're the first one he drops off!

You Know It's REALLY OVER When ...



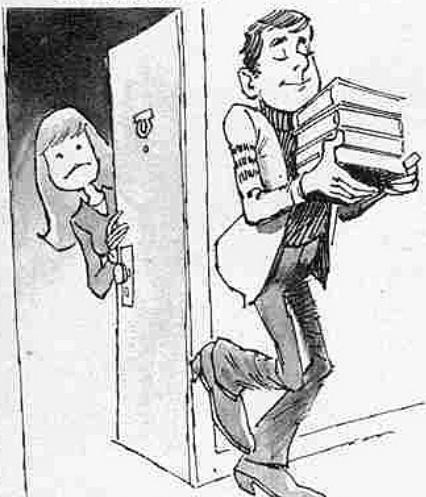
... you notice that, lately, whenever you're out together, he yawns a lot and looks at his watch!

You Know It's REALLY OVER When ...



... he starts talking about kissing and sex from a hygienic point of view!

You Know It's REALLY OVER When ...



... he asks you to return his books you borrowed, even though you're not through reading them.

You Know It's REALLY OVER When ...



... she tells you that no matter what happens, she'd like to always have you as a friend!

You Know It's REALLY OVER When ...



... you discover he's gotten an unlisted number, and he neglected to tell you about it.

You Know It's REALLY OVER When ...



... he drives you home after a date and leaves the motor running!

You Know It's REALLY OVER When



... he only dances the fast numbers with you, and sits out the slow romantic ones!

CLASH OF '71 DEPT.

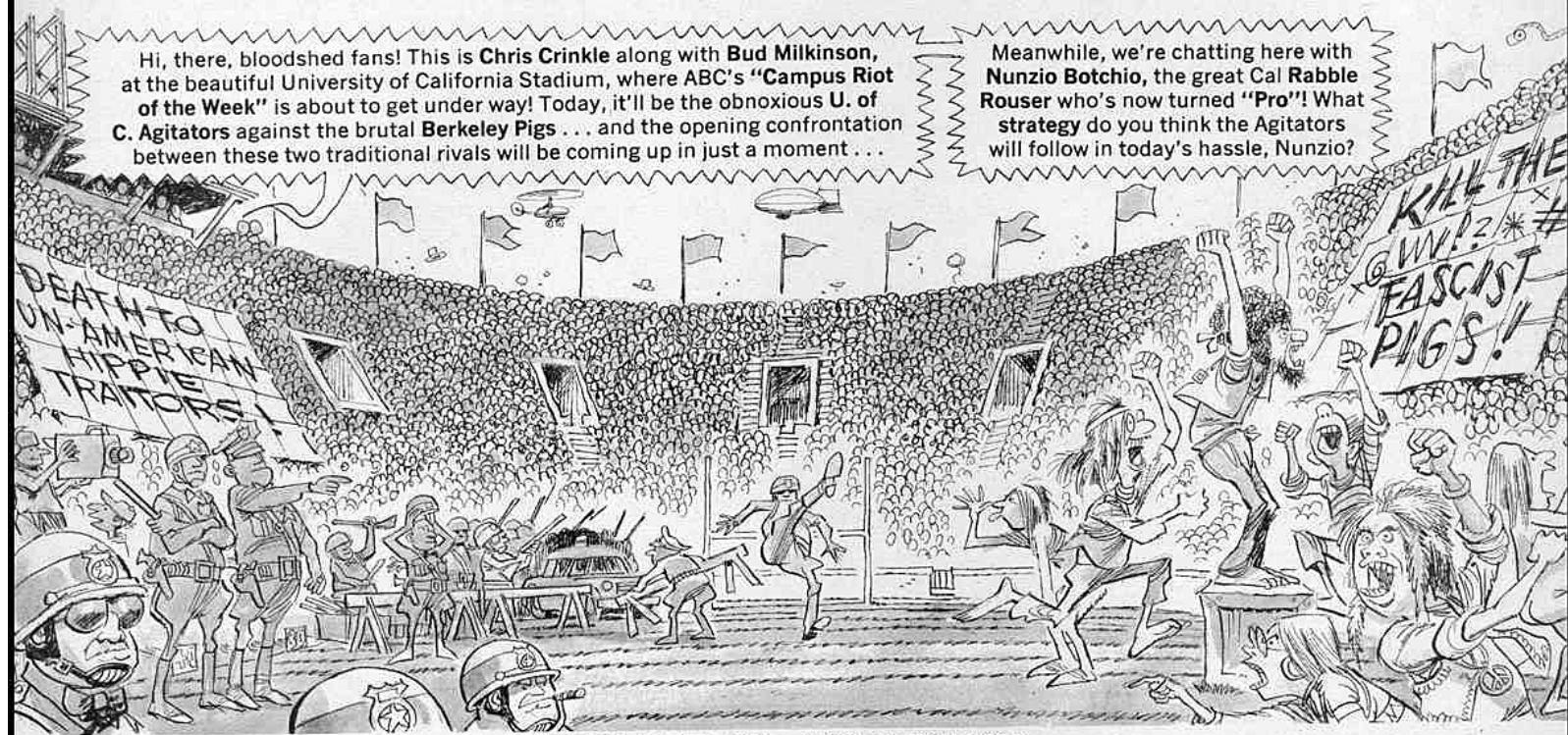
One of the dumbest things (of which there are plenty!) about "Campus Violence" is the fact that nobody makes any money out of it! Of course, there's an obvious reason why Collegiate Rioting remains a financial flop in spite of its growing popularity: The participants have never thought of charging the spectators to watch! In MAD's considered opinion, the solution is obvious: Why not move the mayhem off the campus streets and into the campus football stadium? Underfed radicals and underpaid cops would both benefit from ticket sales revenues. But more important, think of the millions a certain TV Network would gladly pay in order to televise every gory moment of . . .



ABC'S "CAMPUS RIOT OF THE WEEK"

Hi, there, bloodshed fans! This is Chris Crinkle along with Bud Milkinson, at the beautiful University of California Stadium, where ABC's "Campus Riot of the Week" is about to get under way! Today, it'll be the obnoxious U. of C. Agitators against the brutal Berkeley Pigs . . . and the opening confrontation between these two traditional rivals will be coming up in just a moment . . .

Meanwhile, we're chatting here with Nunzio Botchio, the great Cal Rabble Rouser who's now turned "Pro"! What strategy do you think the Agitators will follow in today's hassle, Nunzio?



ARTIST: JACK DAVIS

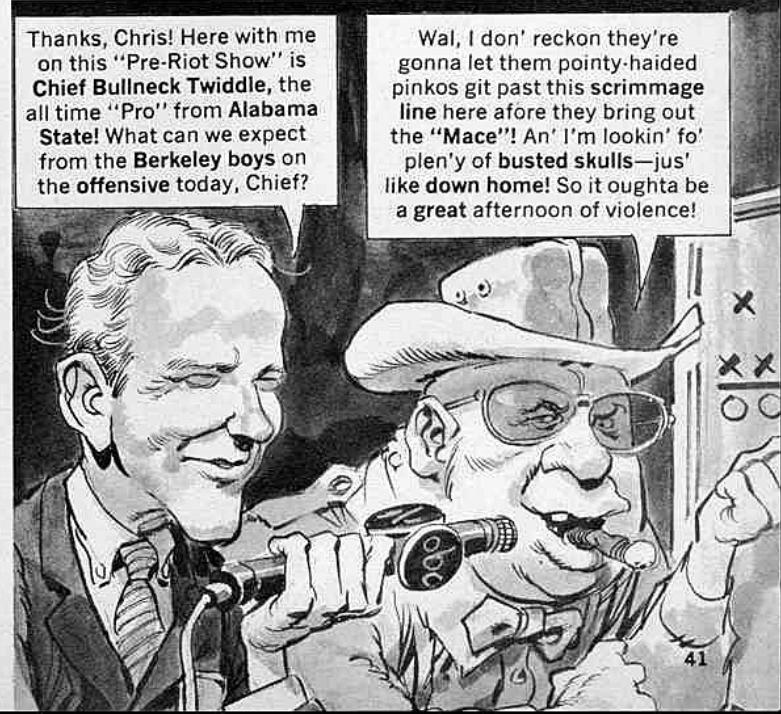
WRITER: TOM KOCH

Well, the kids here have always relied on strong, fundamental obscenity, Chris! So I think the fans at home can look forward to a lot of hard-hitting filthy speech to provoke the Pigs this afternoon!

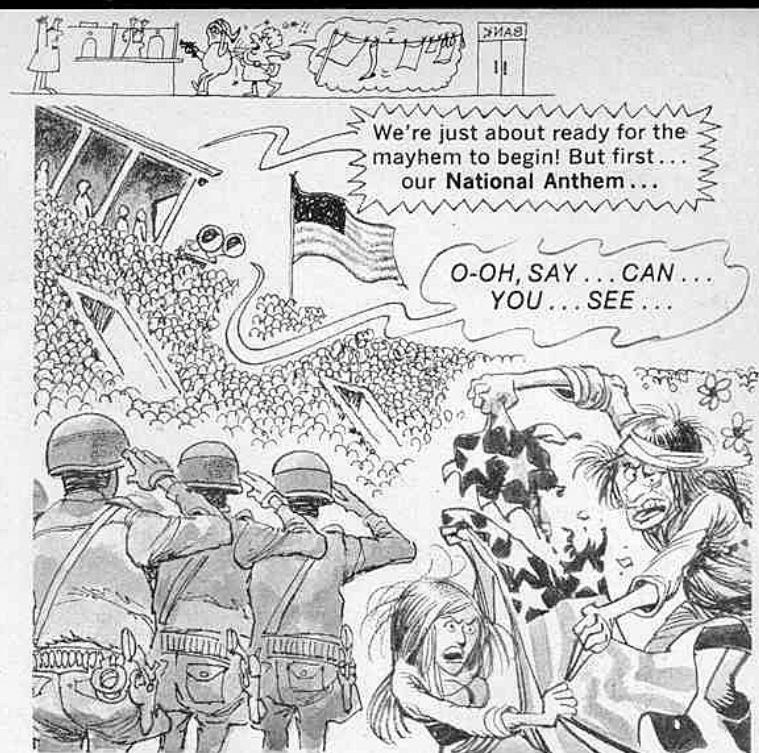
I'm sure we're in for a first-rate donnybrook! And now, here's Bud with a big-name Law Enforcement star . . .

Thanks, Chris! Here with me on this "Pre-Riot Show" is Chief Bullneck Twiddle, the all time "Pro" from Alabama State! What can we expect from the Berkeley boys on the offensive today, Chief?

Wal, I don' reckon they're gonna let them pointy-haired pinkos git past this scrimmage line here afore they bring out the "Mace"! An' I'm lookin' fo' plen'y of busted skulls—jus' like down home! So it oughta be a great afternoon of violence!



Excuse me, Bud, but we've just had the toss of the coin by the Governor down on the field! The Agitators have elected to provoke the incident that'll set off today's battle! And the Pigs have taken the wind advantage ... which can mean a lot when you're facing 200 smelly radical revolutionaries!



And we're under way! Here comes the first confrontation of this afternoon's big riot...



FASCIST STORM TROOPER!
TOOL OF THE MILITARY-INDUSTRIAL COMPLEX

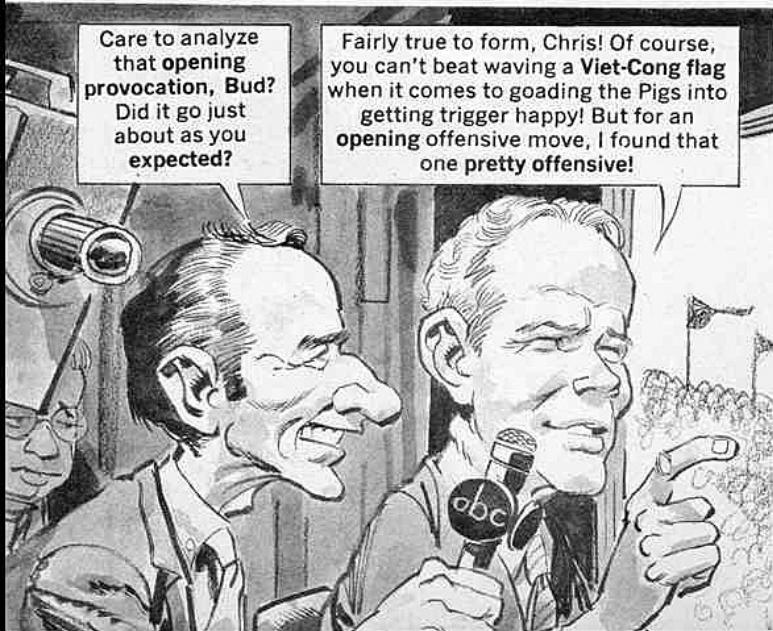
CAPITALIST MURDERERS' ACCOMPLICE!

AHH, YOUR SISTER WEARS ARMY SHOES!

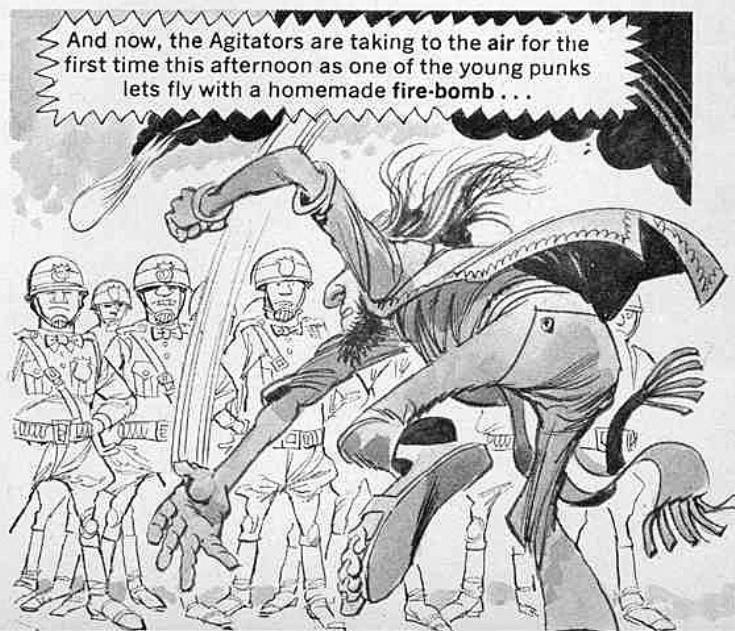


Care to analyze that opening provocation, Bud? Did it go just about as you expected?

Fairly true to form, Chris! Of course, you can't beat waving a Viet-Cong flag when it comes to goading the Pigs into getting trigger happy! But for an opening offensive move, I found that one pretty offensive!



And now, the Agitators are taking to the air for the first time this afternoon as one of the young punks lets fly with a homemade fire-bomb...



... but the toss is no good! It's way over the heads of its intended victims . . . and here come the Fuzz—breaking through to nail the bomb-thrower for a probable felony rap . . .

Taking a second look . . . let's see what went wrong with that arson attempt . . .

Notice how the bomb-thrower is turning to run before he's completed his follow-through motion! By doing that, he had no chance for accuracy! And, of course, tripping over his own feet didn't help very much, either!



INSTANT REPLAY

Back to live action . . . and the Pigs are now clubbing the bomb-tosser into a coma so he'll know he's under arrest! So while we're waiting for the completion of that atrocity, let's pause a moment for this commercial message . . .



Hi! I'm Norman Finstermacher . . . notorious President of the S.D.U. . . . "The Students For A Democratic Uprising"! Today, I'd like to conduct a revealing "dynamite comparison test" for all you militant revolutionaries watching at home . . .

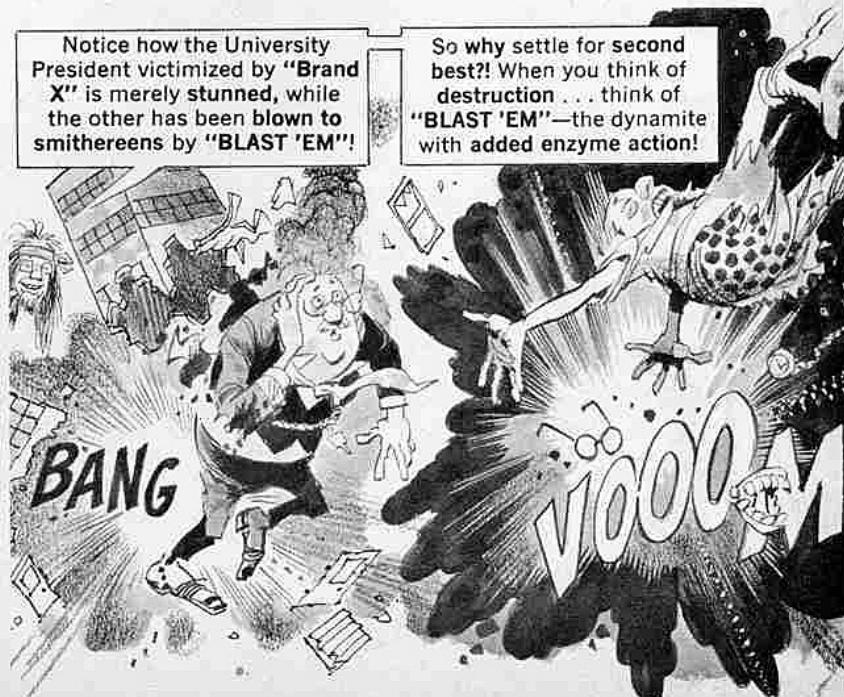


I've just ignited a leading brand of dynamite under one of two simulated College Administration Buildings here in the studio! And now, I'm lighting an identical stock of NEW, IMPROVED "BLAST 'EM" under this second model! Let's watch the results!



Notice how the University President victimized by "Brand X" is merely stunned, while the other has been blown to smithereens by "BLAST 'EM"!

So why settle for second best? When you think of destruction . . . think of "BLAST 'EM"—the dynamite with added enzyme action!



Back here at beautiful Cal Stadium, the Agitators have just presented their non-negotiable demands . . . and the Pigs have countered by dragging off a freshman English major and a sorority girl from Fresno! So, I'd say it's still anybody's riot, wouldn't you, Bud . . . ?



And we have a thrilling new wave of violence erupting now as the Agitators try to crack through and negotiate their non-negotiable demands . . .



Yes, Chris! I've got him . . . and he's a great one! He's Arnie Noodlemeyer, Cal's All-Conference Marxist in '69 who was just converted into a running Navajo this season! He almost eluded that last Pig defender there! Maybe our sideline reporter, Kyle Roach, can get a word with Arnie before he's dragged away!



Absolutely, Chris! And here's the official rundown on those non-negotiable demands: The Agitators want an Eskimo Studies Program . . . mixed skinny-dipping in the fieldhouse pool . . . and recognition of Red China! So I'm sure that's going to lead to a lot more bleeding down on the field before we have a winner here today!



Here's a sweeping end run by one of the rioters' "Red Power" advocates! He might go all the way! Can you get your glasses on that savage, Bud . . . ?



Kyle Roach, here with Arnie Noodlemeyer, who's now in custody after his brilliant break-away run! Nice going, Arnie!

Thanks—but you can just call me Snowbird Buffalo Jump! That's the name I go by now that I'm a "Red Power" fanatic!

Well, either way, it was a 45-yard gallop! But it looks as if you're being sidelined for the rest of the afternoon now!

That's right, Kyle! In fact, I'm planning to lose consciousness for a week or so! Bye . . .



Now we've got a rhubarb down on the field over that offensive clubbing of Noodlemeyer! The Agitators want the Pigs penalized for "Unsportsmanlike Brutality" ... but it looks as if the Governor's decision is going to go the other way!

Right, Chris! He's signalling 15 "Student Expulsions" for bad-mouthing a State Official!



While we're waiting for that penalty to be enforced, Bud, can you update us on the results of other big campus riots around the country?

Okay! At Wisconsin, the Radicals have blown up the entire campus to clinch the Mid-West title! Back East, the New York Fuzz mauled the Columbia Trouble-Makers, 53 concussions to 6! And at Ohio State, the Undergrads and the National Guard are deadlocked after three-quarters of their traditional riot!



Back here at Cal, the Agitators are attempting to mount an offensive! But with most of their leaders now expelled or hospitalized, it's going to be up to a mob of untested rookies to pull this one out of the fire ...



This is where lack of experience begins to show, Chris! Notice how a really good provocative Bronx cheer is being spoiled here by an obvious mix-up in signals!

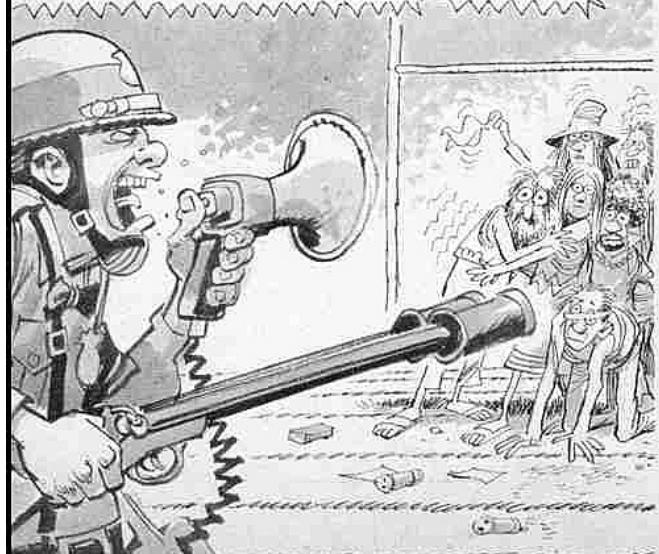
Right! And, of course, both men were put out of action when they fell down and couldn't defend themselves!



INSTANT REPLAY

Now we're getting the "Two-Minute Tear Gas Warning" down on the field! Bud, if you were one of the riot leaders, what would you do in a long yardage situation like this?

I'd run home and try to hide under the bed!



Well, it's too late for that strategy now! The Pigs have opened up with the tear gas, and the Agitators are caught gasping deep in their own territory!

And with the official clock showing only seconds left to riot, the radicals appear to have blown their last chance to salvage a tie in this one!



There's the final gun! It's all over! And in this latest renewal of their traditional rivalry, the Pigs have once again beaten the daylights out of the far weaker and out-maneuvered California Agitators!

BANG!



The official statistics really tell the story today! The Pigs inflicted 49 critical injuries to only 2 for the Agitators! And in total net yards of campus territory occupied, it was the—

Excuse me, Bud, but we have Kyle Roach standing by down on the field with a special post-riot guest!



HAIL TO US,
THE COPS OF
BERKELEY—
BEST FUZZ IN
THE LAND . . .

Here with me is the Commander of today's victorious Police Riot Squad, Captain E. K. "Happy" Thunderwall! Congratulations on winning another big one, Happy!

Thanks, Kyle! Looks like all the brutal tactics we've been working on just fell into place, and I feel real good about it!

Well . . . your boys certainly looked all charged up out there today!

Yes! We've been wanting to get another crack at those Commie punks ever since they made us look bad on TV last season! So I think we put a little extra effort into this thing today!

Well, believe me, it showed! Congratulations again . . . and now, back up to Chris and Bud in the booth!



And that about wraps it up! This telecast was authorized by the National Collegiate Violence Association, solely for the enjoyment of our viewing audience! Any other use without permission of the N.C.V.A. is prohibited!

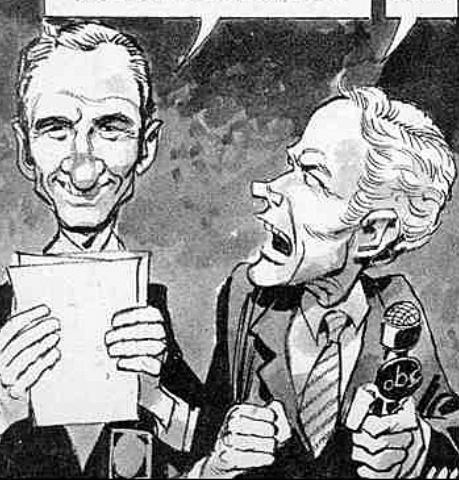
Hey! What kind of facist drivel is that?

Hah! So you're finally showing your true colors, eh, Pinko!

Let go of me, you dirty little right-winger! BRUTALITY!

If you don't like it here, go back to Russia where you came from!

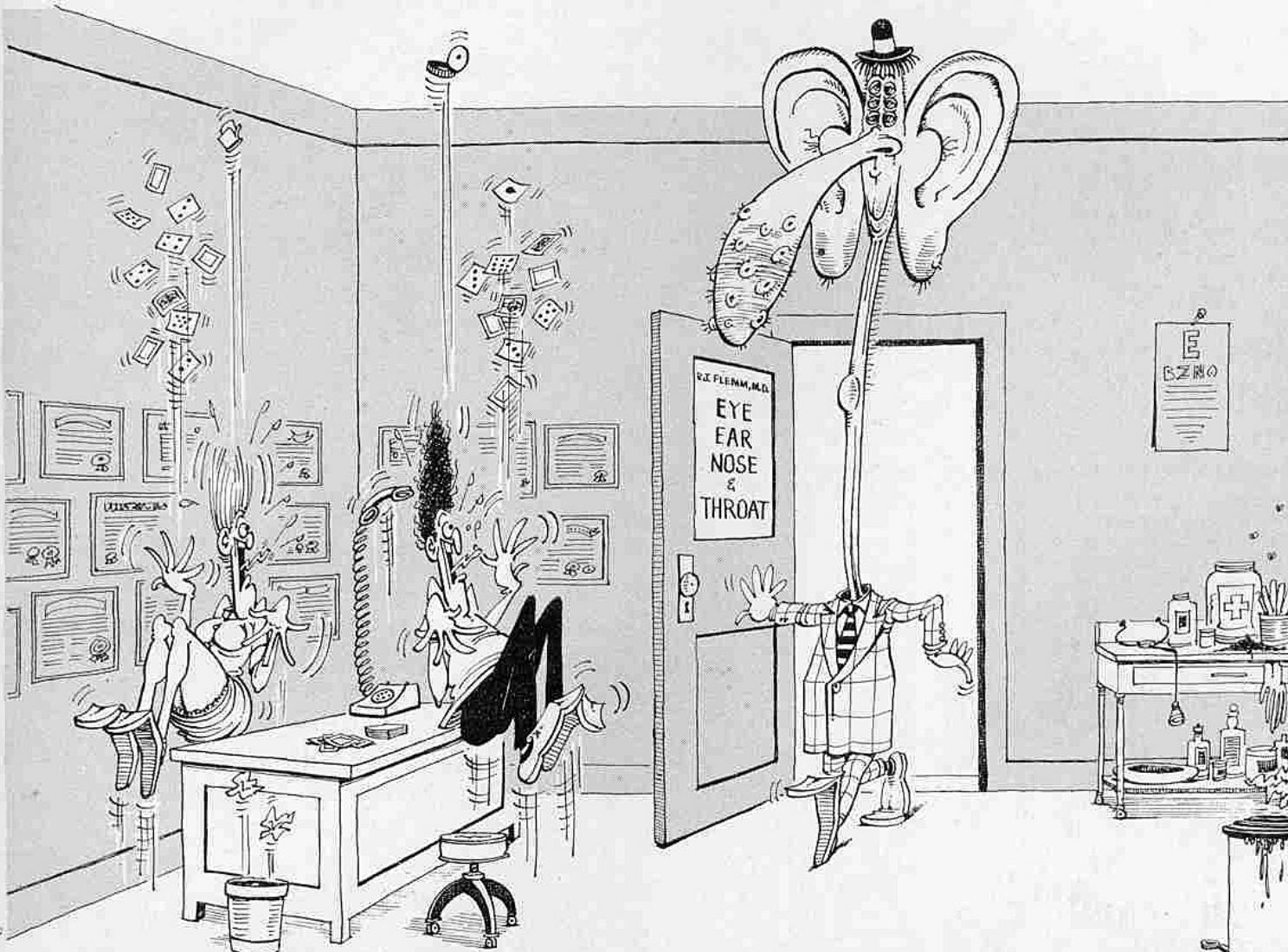
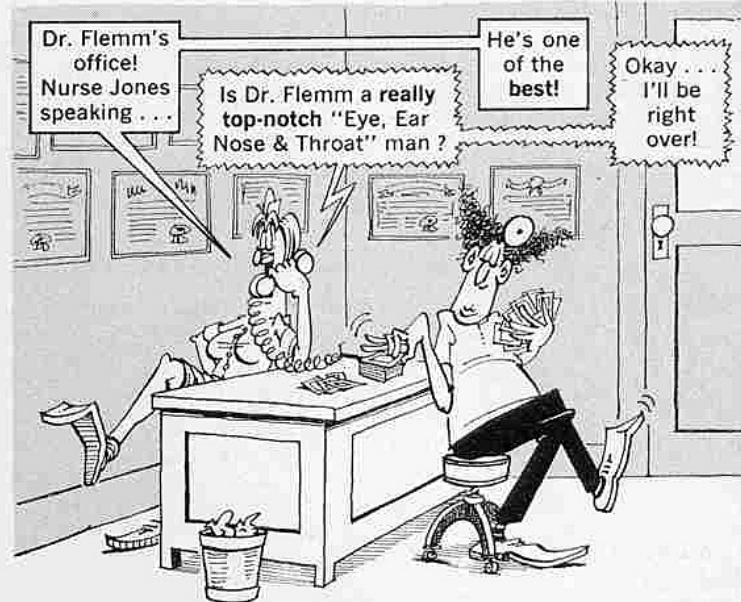
CUT!
CUT!
GET
THE
CAMERA
OFF
'EM!



This has been a production of ABC's Sports and Civil Disorder Department, which is not responsible for the behavior of the rioters, the police, or our own boorish idiots on the scene! And now, stay tuned as J. Edgar Hoover goes hunting for Black Panthers—next on ABC's "Wide World of Hate"!



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D. Martin



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<input type="checkbox"/> MAD Strikes Back	<input type="checkbox"/> The Voodoo MAD	<input type="checkbox"/> Good 'n' MAD	<input type="checkbox"/> DAVE BERG Looks at Modern Thinking
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<input type="checkbox"/> The Brothers MAD	<input type="checkbox"/> Self-Made MAD	<input type="checkbox"/> MAD Power	<input type="checkbox"/> A MAD Look at Old Movies
<input type="checkbox"/> The Bedside MAD	<input type="checkbox"/> The MAD Sampler	<input type="checkbox"/> DON MARTIN Steps Out	<input type="checkbox"/> Return of MAD Look at Old Movies
<input type="checkbox"/> Son of MAD	<input type="checkbox"/> World, World, etc. MAD	<input type="checkbox"/> DON MARTIN Bounces Back	<input type="checkbox"/> AL JAFFEE's Snappy Answers
<input type="checkbox"/> The Organization MAD	<input type="checkbox"/> Raving MAD	<input type="checkbox"/> DON MARTIN Drops 13 Stories	<input type="checkbox"/> The MAD Book of Magic
<input type="checkbox"/> Like MAD	<input type="checkbox"/> Boiling MAD	<input type="checkbox"/> MAD's Captain Klutz	<input type="checkbox"/> Aragones's "Viva MAD!"
<input type="checkbox"/> The Ides of MAD	<input type="checkbox"/> Questionable MAD	<input type="checkbox"/> DON MARTIN Cooks Up More Tales	<input type="checkbox"/> Aragones's MAD About MAD
<input type="checkbox"/> Fighting MAD	<input type="checkbox"/> Howling MAD	<input type="checkbox"/> DAVE BERG Looks at the USA	<input type="checkbox"/> MAD for Better or Verse
<input type="checkbox"/> The MAD Frontier	<input type="checkbox"/> The Indigestible MAD	<input type="checkbox"/> DAVE BERG Looks at People	<input type="checkbox"/> Sing Along With MAD

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**WHAT IS FAST
BECOMING THE
ONLY PLACE
TO SEE RARE
VANISHING
ANIMAL
SPECIES?**

**HERE WE GO WITH ANOTHER REVOLTING
MAD FOLD-IN**

Many species of animals are rapidly becoming scarcer and harder to find. However, there is one place where these disappearing species can be seen easily. To find out where this place is, fold in the page as shown at right.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

ONCE, WILD ANIMALS WERE EASY TO FIND AND OBSERVE. A WORLD TRAVELER COULD SEE A GREAT VARIETY. TODAY, MAN'S BOLD INCURSIONS HAVE MADE MANY SPECIES HARD TO TRACK

A►

◀B

OUR AMERICAN HERITAGE

ARTIST: BOB CLARKE

WRITER: MAX BRANDEL

